

# AHHA congratulates Chair Deeble Institute Advisory Board

05 February 2025



The Australian Healthcare and Hospital Association would like to congratulate the outgoing Deeble Institute for Health Policy Research Advisory Board Chair, Deakin Distinguished Professor Anna Peeters AM PhD, as she takes up the role of Chief Executive Officer of the Victorian Health Promotion Foundation (VicHealth).

Professor Peeters is internationally recognised for her work building the evidence for effective and equitable policy and practice to improve health outcomes. She has led large programs of research into population prevention and health services research, with a focus on research-policy-practice partnerships and translational outputs.

For more than three years, Anna has provided exemplary leadership as Chair of the Deeble Institute's Advisory Board. AHHA's Deeble Institute for Health Policy Research undertakes rigorous and independent research with academic partners and health service members, informing national health policy.

Professor Peeters will begin her new role as VicHealth CEO in the coming months, and long-standing Deeble Institute Advisory Group Member, Dr Megan Campbell will commence as our new Advisory Board Chair.

'Anna Peeters' leadership has been pivotal in shaping the strategic direction of the Deeble Institute. Her passion for health equity and evidence-informed policy has left a lasting impact. We thank her for her outstanding contributions and wish her success at VicHealth,' Adjunct Associate Professor Rebecca Haddock, Executive Director, Knowledge Exchange at AHHA, who leads the Deeble Institute, commented.

'Professor Anna Peeters has been an invaluable leader and advocate for the Deeble Institute and AHHA. Her dedication and expertise have significantly advanced our mission to improve health outcomes through evidence-based policy and practice. We wish her all the best in her new role at VicHealth and look forward to continuing our collaboration,' said AHHA CEO Kylie Woolcock.

'We are delighted to welcome Dr Megan Campbell as the new Chair of the Deeble Institute Advisory Board. Dr Campbell's extensive experience in health services research and her commitment to stakeholder engagement will be instrumental in guiding our future initiatives,' Ms Woolcock continued.

Dr Campbell is Centre Manager at the Australian Centre for Health Services Research, QUT, and is experienced in complex, large-scale research program development and management and has highly developed skills in research governance, risk management and stakeholder engagement.

Megan has worked in health and medical research for Queensland Health and the Queensland Institute of Medical Research, gaining expertise to provide exceptional leadership in developing health research opportunities. Her health communications training includes a residency at the renowned Mayo Clinic. In the past 10 years, she has helped secure over 50 competitive grants and research contracts for her teams.

The online version of this [media release](#) can be found on the AHHA website. **The Australian Healthcare and Hospitals Association (AHHA) is the independent peak membership body and advocate for the Australian healthcare system and a national voice for universally accessible, high-quality healthcare in Australia.**

Media enquiries: Kylie Woolcock, Chief Executive, AHHA, 0410 625 830



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‘Dr Megan Campbell brings a wealth of knowledge and experience to the role of Chair. Her expertise in research governance and risk management will be crucial as we continue to drive forward our mission to strengthen health services research and policy,’ said Professor Haddock.

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