

Changes at HFA



Natasha Coco

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I am honored to take on the role of Executive Director (Acting) for HFA. For those who don't know me, I have been with HFA for 20 years, working in the area of conferences and events, fundraising, development and relationships. Stepping up to this role is a challenge and a privilege to represent the bleeding disorders community.

Outside work I enjoy watching AFL football (go Tigers) and basketball and love to cook. I am married to Damian and we have 2 teenagers, Raf and Giselle. As a family we love to have adventures together and catch up with family and friends.

Our hardworking HFA team consists of **Suzanne O'Callaghan** – Policy Research and Education Manager, **Poppy Sparsi** – Administration Manager, **Kevin Lai** – Accountant, and **Pauline Hill** is also joining us, taking on the role of Digital Communications Manager.



Pauline Hill

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MEET PAULINE

HFA is pleased to welcome Pauline Hill as our Digital Communications Manager. You may already be familiar with Pauline – working on a contractual basis, she was at our Conferences in 2021 and 2023 and has been looking after our social media and e-newsletters for over two years now. She has even contributed a few articles to *National Haemophilia*. She is excited to make the position permanent.

'It has been so lovely working with the team at HFA and getting to know the bleeding disorders community. There is so much change on the horizon. I'm really looking forward to the next chapter.'

Pauline has been working in marketing and design for over 15 years, developing a passion for all things digital. Her desire to see her work benefit a community led her to HFA.

'I have found that my best work always comes when I feel connected to a cause. HFA's work for the Australian bleeding disorders community is inspiring to see, and so gratifying to be a part of.'

Outside of work, Pauline is a self-confessed 'greenie', with an electric car and solar panels on her roof. She keeps herself busy caring for three horses, helping at her parent's farm, and trying to keep up with her 2-year-old son.