



#### LEESA HICKEY | Director, Design Front

As Director of creative agency Designfront located in Brisbane, Australia, Leesa's passion is collaborating with like-minded creatives, sharing the storytelling and image-making that transforms and grows brands.

Leesa is committed to design as a medium for progressive change both socially and personally and for the betterment of the design industry.

Actively involved in the design community, Leesa is regularly invited to judge awards and share her design opinions on panels. Having been a judge for the Design Institute of Australia (DIA) 2017 Graduate of the Year Awards, Leesa will be bringing her expertise and experience to the 2018 Brisbane Advertising and Design Club Awards Judging Panel.

With an appreciation of the visual arts, Leesa also runs a small gallery adjacent to Designfront called the Side Gallery.

#### CLARE STEPHENS | Creative Director, Freelance

Clare is an internationally award-winning creative director with over a decade of experience driving some of Australia's most iconic brands. Clare's strategic, multi-channel approach to creative has seen her recognised at AWARD, The World Luxury Awards; AGDA; ACA; Sydney Design; Good Design, ARIA and Best Awards. Clare's work has also been exhibited at the Powerhouse Museum of Australia, as part of the Creating The Look: Benini and Fashion Photography exhibition.

Appointed Creative Director of eskimo in 2008, Clare led the creative team and oversaw a string of highly successful campaigns for clients such as Westfield, The Museum of Contemporary Art Sydney, Witchery, SABA, Opera Australia, QIC, ModelCo, Oroton, MARCS and State Of Escape. Clare was also the creator and editor-in-chief of eskimo's Whitespace.

Her latest project, The Lines, for which she is credited as co-writer and production designer won Best Narrative Feature Film at New York Film Week 2017.

#### ROSS PAXMAN | Senior Designer, Maud

Ross is a senior designer and art director based in Sydney. As part of the award-winning studio Maud, he's focused on creating enduring and systematic identities, leading projects for Australia Post, NRMA and Sydney Dance Company. Prior to this Ross was a senior designer at Studio Round in Melbourne, working with a wide range of clients including Lend Lease, City of Melbourne, Schiavello, CBUS property and Anna Schwartz Gallery.

Ross is interested in design's role in shaping the culture of our cities and communities, and enjoys independent publishing, underground techno, and modernist architecture (sometimes all at once).

#### NATASHA HASEMER | Director + Co-founder, eskimo PANEL CHAIR

Director and co-founder of eskimo, Natasha is at the vanguard of visual culture. Her passion for producing beautiful, intelligent work is matched by an inimitable skill for cultivating enthusiasm in both her hand-picked team of creatives and impressive list of like-minded clients.

Natasha launched eskimo in 1998 after studying at St Martins in London, completing a first class honours visual communications degree from UTS in Sydney, and working as art director for Vogue Australia and Vogue Entertaining.

She has been instrumental in shaping some of Australia's largest retail brands including State of Escape, Simon Johnson, Mimco, Herringbone, yd, Country Road, Sheridan and Witchery where, as executive creative director for 15 years, she is credited with helping transform the company into the nationally renowned brand it is today.

Natasha prides herself on her eagle eye, delights in the calm of considered design and the warmth of family.



#### **JASON KEMPEN | Senior Copywriter, Brother & Co.**

Jason has worked at some of the most creative agencies in Johannesburg, Cape Town, Sydney and Brisbane. In his 15 year career he has managed to scoop creative and effectiveness accolades at Cannes, D&AD and the One Show. As a copywriter, he has learnt there is nothing more important than passion, bravery and to triple-check every word on the page so that there are no typos.

#### **TOM MARTIN | Executive Creative, Director Special Group PANEL CHAIR, CO-CHAIRMAN OF JUDGES**

Tom Martin is a partner and Executive Creative Director at Special Group Australia. Tom with his work partner of over 10 years Julian Schreiber first established themselves as creatives, then Creative Directors of Clemenger BBDO Melbourne (Campaign Brief's Creative Agency of the Year five years running). They then moved to New York to become the ECDs of Johannes Leonardo NY.

As creatives then CDs and now ECDs, they have been responsible for many multi-Cannes lion winning campaigns such as Four'N Twenty's Magic Salad Plate, Cricket Australia's Big Warrnie, Guide Dog Australia's Support Scent, Tourism Victoria's Remote Control Tourist, Pedigree's 'K9FM' and the NAB 'Break Up' Campaign, which turned the banking world on its head and took out a Cannes Grand Prix and three Grand Prix Spikes (including the first ever Grand Prix for effectiveness). Most recently they created the interactive film 'Stop The Horror' which helped Victoria become the first state in Australia to legalise assisted dying for the terminally ill. 'Stop The Horror' has also recently won 2 Yellow Pencils at D&AD, 3 Gold Lions and a Silver Lion at Cannes as well as Best of Show at AWARD.

#### **DARREN MARTIN | Art/Creative Director, Consultant**

An award winning Integrated Art & Creative Director in both creative and effectiveness categories, with a wealth of experience in Advertising (offline/online), Direct Marketing, CRM, Shopper Marketing, Branding, Design & Photography. I've worked above, below and through the line at various agencies, from multinationals to smaller independents, and on clients business pitched and won both as a team and personally. I've led small and large teams, and have helped businesses and agencies grow, both in size and bottom line. Knowing that my simple thoughts can change lives, perception and behaviour proves that my currency is worth something to everyone I work with and for.

#### **SHARON EDMONDSTON | Creative Director, M&C Saatchi**

Sharon joined M&C Saatchi in August 2015. During her time here she has held the position of creative director on Optus, Lexus and is currently taking care of BWS, Moccona and Jack Daniel's accounts. Before coming to M&C Saatchi Sharon spent 5 years at Leo Burnett Sydney where she held the role of creative director on the Samsung account.

She has picked up metal at almost every international award show, has run some of the worlds biggest accounts and played a pivotal role in the progression of numerous world class agencies, her peers and the wider communications industry.





**ANDRÉ PINHEIRO** | Senior Creative, Thinkerbell

Andre is a digital creative and copywriter from Brazil, but also a VR, AR, and AI enthusiast, on the hunt for a new acronym to fall in love with.

After working in São Paulo for ten years, and grabbing hold of some awards such as Cannes Lions, One Show, and New York Festival, Andre has dropped football for Aussie Rules.

He's currently thinking and tinkering at Thinkerbell in Melbourne, and occasionally podcasting at Future Sandwich.

**NITIN MISTRY** | Digital Creative Director, Freelance  
**PANEL CHAIR**

Nitin has worked as Digital Creative Director in some of the top advertising and digital agencies in London and Sydney for over 15 years. In London he was pivotal in winning multiple awards for clients such as Coca Cola, Virgin Money, P&G and the BBC. That success followed him to Australia, working at M&C Saatchi, The Campaign Palace, Orchard and Deepend. His work has been awarded at Cannes, D&AD, Clio, One Show, AWARD, AIMIA and most recently the Webbys.

**RALPH BARNETT** | Senior Creative Consultant, Ralphie Co

Ralph is one of Australia's most awarded creative professionals with over 20 years experience in advertising and communication. With a strong focus on building powerful ideas that drive business impact, his work speaks for itself. Built with heart, passion and a clear understanding of brand objectives.

Ralph's work is diverse, ranging from developing Tourism Queensland's 'Best Job in the World' campaign to recently creating Borobi, the official mascot of the GC2018 Commonwealth Games.

Based in Brisbane, he has diverse experience across many categories and has created iconic work with clients including Tourism Queensland, RACQ, BCF, Dreamworld, Virgin, Ray's Outdoors and Goodstart Early Learning.

**EMMA PARK** | Associate Creative Director, Isobar

With close to 10 years' experience in digital copywriting and creative, Emma believes in work that talks with people, not at them.

Over the course of her career she's worked on a broad mix of brands including Coca-Cola, Honda, Save the Children, UNIQLO and the Commonwealth Department of Communications.

She has been recognised across the globe by organisations including Cannes Lions, IAB MIXX New York, Young Guns International, AWARD, AIMIA and ADMA while her words have featured in publications such as New York Magazine and Broadsheet. She also featured in Vogue once, but sadly the feature was her fructose intolerance, not her cheekbones.



## ELECTRONIC

### DANTIE VAN DE MERWE | Creative Director, BMF

Over the last few years, Dantie van der Merwe has used live mammoths to sell tinfoil, made men die in the pasta sauce aisle, and upset a few foreign liquor makers. He's currently a Creative Director at BMF and has won local and international awards on ALDI and also won a skateboard at a lucky draw raffle at his local bar.

### JULIAN SCHREIBER | Executive Creative Director, Special Group PANEL CHAIR, CO-CHAIRMAN OF JUDGES

Julian Schreiber is a partner and Executive Creative Director at Special Group Australia. As a creative then CD and now ECD, he has been responsible for many multi-Cannes lion winning campaigns such as Four'N Twenty's Magic Salad Plate, Guide Dog Australia's Support Scent, Tourism Victoria's Remote Control Tourist and Pedrigree's K9FM. He is renowned for turning the banking world on its head as co-creators of the NAB 'Break Up' Campaign, which took out a Cannes Grand Prix.

Most recently Julian and his partner Tom Martin were responsible for the highly controversial, interactive film "Stop The Horror" which helped Victoria become the first state in Australia to legalise Euthanasia. It received 2018's Best of Show and the Chairman's Award at AWARD, 3 D&AD Pencils as well as 3 Gold Lions and a Silver at Cannes.

### KATE HUNTER | Writer, Freelance

Kate has been a copywriter since 1987 (a graduate of the first AWARD school run in Brisbane). Since then, Kate's worked with agencies in the UK, New Zealand, Sydney and Brisbane. In 2010 the first in her series of novels for kids 'Mosquito Advertising' was published by UQP.

### CHAD MCKENZIE | National Executive Creative Director, whiteGREY

Chad is the National Executive Creative Director of whiteGREY. As part of the National leadership team, he makes sure our team focus on creating things people want to spend time with, whether that's through entertainment, experience or education. At whiteGREY we believe in creativity that makes life better.



*Heckler*

## TELEVISION + CINEMA CRAFT



### JOHN OGDEN | Director, Cyclops Productions

John Ogden is a visual artist, writer, publisher, and educator based in Sydney, Australia. Ogden's career began as a photojournalist in Southeast Asia during the early seventies, before becoming a correspondent for the infamous Tracks magazine and other counter culture publications. In 1977 he commenced studying literature, anthropology and filmmaking at the Western Australian Institute of Technology, graduating with a major in film & television. Over the next three decades he worked as a Director of Photography in multiple genres of filmmaking, and is an accredited member of the ACS. In 1998 he established Cyclops Press, a boutique publishing company dedicated to promoting Australian photographers and writers. The second volume of the Shibboleth trilogy of novels is soon to be released.

### JAMIE WATSON | Head of VFX, Heckler

A founding partner of Heckler, Jamie has led the VFX department since 2010, working with some of the best artists of his career produce stunning effects and design projects. With accolades in film as well as advertising over the past 20 years, Jamie has been involved at the forefront of the industry and credits his success to enjoying working on creating the emperors' new clothes, day in, day out.

### TIM CHIVERS | Editor, The Butchery

British born and raised Tim Chivers has been quickly making a mark with his editing talents at The Butchery. With a background in French Studies at Sheffield University and an MA in film & television production at Brighton Film School he's got some pieces of paper that say nice things about his work aptitude. All we can say is, the boy can cut. He's got a keen eye for detail, a background in production and camera work and is handy with motion graphics too. Sinking his teeth into a great array of work from fast paced sports to intricately timed comedy and much more in-between, cutting with the likes of Samuel Bennetts, Henry Mason and Alex Feils, we think he's one that is going to go the distance. Tim's only one drawback – he's a supporter of Tottenham.

### DAVID RITTEY | Director, Airbag

David has been a successful commercials director for many years, directing via Airbag Productions in Melbourne. He is renowned for his performance-focused and documentary style commercials. David is currently developing his debut feature film with Madman Productions based on an Australian novel.

David's short films have enjoyed great success internationally. David studied fine arts at the University of Canterbury School of Fine Arts in New Zealand and a post graduate degree in narrative film at VCA in Melbourne.

Prior to directing for AIRBAG, David worked for many years at EXIT FILMS and before that with Thick As Thieves and Silverscreen Productions in Auckland.





#### **DAMIEN DE BOOS-SMITH | Composer/Founder, Sound Planet**

Damian de Boos-Smith is a composer and producer for advertising and prime time TV and is an APRA nominee for 2017's most performed Australian screen composer. He is also a session musician in high demand playing cello, guitar, bass, oud, banjo, ukelele, and much more, including being the guitarist for the Lego Batman film score. He also plays in a wide variety of ensembles from flamenco group Arrebato, to glam rock band Bigphallica. He has also freelanced as a composer for Nylon Studios, Turning Studios and Rumble Studios.

Damian's recent work includes TV reality shows including The Block, The Force, My Kitchen Rules and has composed many TVCs including Qantas, NRL, AFL, Australia Day Lamb, Telstra, FedEx, Wrigleys, McDonalds, Pepsi, LG, Toyota, Ford, Westfield, ING and ANZ.

He runs his studio at Church Street Studios, Camperdown, where along with his composing and his own projects, he records and mixes projects for other artists.

#### **JOHNNY GREEN | Creative Director/Composer, Rumble**

Cutting his cloth at some of Sydney's top-shelf audio production companies, Johnny fine-tuned his skills when he relocated to New York City, composing music for some of the world's heavyweight advertisers such as Unilever, Nike, Visa, and AT&T. After returning home to the sunny shores of Sydney, he teamed up with Tone Aston to launch Rumble Studios.

An award winning composer, Johnny has a passion for all things sound and constantly explores new techniques to apply to his artistry. An electro-acoustic artist in his spare time, Johnny sports his releases through Love F.A.M.E Records, Los Angeles.

#### **ABBY SIE | Sound Designer, Songzu**

Abby has been Song Zu Sydney's sound supervisor for over 15 years. In that time she has worked closely with producers, composers and creators to manage, sound design and mix numerous TV series like Soul Mates for the ABC/NBCU, Here Come The Habibs! for Channel 9 and tele-features Ganja Queen, Sick and Hammer Bay for HBO and MTV.

She has worked on award winning feature films, including King Kong (Academy Award winner for Sound) for Peter Jackson. Her work has been nominated for Australia Screen Sound Guild and APRA Screen Music awards.

She has had an impressive career in advertising, working in both Singapore and Sydney on campaigns such as Qantas, Smirnoff, Sony, and Coca Cola. Many of which have gone on to win Cannes Lions, London International Awards and Clios.

#### **HAYDN WALKER | Creative Director/Composer, Songzu**

Haydn Walker is a multi-award winning Senior Composer at Song Zu. Highly skilled at both classical and contemporary music styles, Haydn is constantly sought out by some of the brightest minds in the industry.

Haydn studied jazz guitar and film composition at the Australian Institute of Music, as well as a Bachelor of Music (Composition) at the Sydney Conservatorium, graduating with First Class Honours.

In addition to his classical training, Haydn has enjoyed an incredibly successful career as a working jazz and rock guitarist. He has written songs, arranged and/or performed with Grinspoon, The Potbelleez, Darren Hayes, Inga Liljestrom, Archie Roach, Andy Bull and Katie Noonan.

In his 8 years with the Song Zu, Haydn has enjoyed a formidable run of awards and accolades for his original scores for film, TV and advertising. Haydn's compositional versatility is evident in the countless advertising campaigns he has written for, such as Singapore Airlines, Qantas, Lexus, Samsung, Telstra and Coca Cola, many of which have been awarded both locally and abroad.



#### TOBY BURROWS | Photographer, The Kitchen Creative Management

Toby Burrows is a force to be reckoned with. The energy and vivacity that he maintains behind the lens is a constant influence on the work that he produces. His charisma and ability to bring out the candid personality of his subjects is truly impressive and as a result, his imagery is always exciting, bold and captures the exact mood of a moment perfectly. Toby grew up in a colourful Paddington during the 1970's and was immersed in art from a very young age. His first passion was painting, which he studied at Sydney College of the Arts. Four years living and working in London fueled his passion for photography and on returning to Sydney he began to build an eclectic collection of personal and commissioned work. Toby believes there is a simplicity and honesty in great photography and be it commercial or personal work, it is this genuine approach to the art of image making that sets his work apart.

#### KARL WINTON-CHAKA | Senior Retoucher/Partner, Cream Studios

Cream was born in 2001 by three lads who just wanted to do the best work possible with an approachable, helpful and - above all - talented service. We were very well received and in a short space of time grew into a powerhouse made up of some of the best retouchers and image professionals around.

Recognising the enormous potential and creative edge 3D/CGI could offer, Cream were early to innovate in this area. From those pioneering days we now have a team of truly world-class 3D/CGI artists - which may soon outnumber our retouchers!

Today we are a diverse bunch of highly creative people where you can find subsets of skills encompassing graphic design, architecture, typography, illustration and the like. Because of this, we can offer a well-rounded experience for all projects - from conception to completion.

#### BILLY PLUMMER | Photographer, Billy Plummer Photographer

London born & based in Sydney, Billy Plummer grew up in an eccentric family; his Grandfather was the first ever horseracing tipster in the UK newspapers, his Aunt the first non-French principal dancer at the Folies Bergère and his Uncle, a Dallas newspaper editor was 2 cars behind Kennedy in the Dallas motorcade.

Billy's background as a creative in some of the world's best ad agencies means he fully "gets" concepts and relishes the opportunity to bring them to life. He also understands the need to develop and deliver unique themes and vibes for his clients.

He's shot everything from hill tribes and homeless to Tony Abbott and Richard Branson and believes there's real magic to be found in the everyday and that there's always extraordinary to be found in the ordinary.

His personal work has been exhibited in Australia and Europe, including Honey & Dust at Northern Europe's largest photographic festival, Nordic Light International Festival of Photography, in Norway in 2013 and Reportage Without A Cause at Australia's renowned documentary photography festival, Reportage, in Sydney in 2010.

#### GARY SHEPPARD | Photographer, Gary Sheppard Photography

Gary Sheppard is an advertising photographer based in Sydney, Australia. With over 30 years experience, the majority of Gary's work is involved with advertising campaigns for national and international distribution. Gary has won awards at Cannes, One Show, D&AD, Communications Arts, London International, Folio and AWARD shows and is an AIPP Master of Photography.



**KIT LANDSDELL | Business Strategy Director, The Monkeys Sydney**

Experienced Head Of Planning with a proven history of developing effective marketing and communication strategies for many leading companies and brands including Mars, PepsiCo, HSBC, adidas, Coca-Cola, Johnson & Johnson. Skilled in Brand and Digital Strategy, Advertising and Integrated Marketing. Strong operations professional with a BA Joint Honours (2.1) focused in Modern Languages (French & Spanish) from the University of Durham.

**PIETER-PAUL VON WEILER | Head of Strategy, AJF Partnership/ GrowtOps**

Managing Melbourne's largest strategy department and part of the management team of Australia's largest independent advertising agency. Marketeer, strategist, leader and change maker with over 15 years of experience in Europe and Australia specialising in FMCG, retail and behaviour change. Only marketeer to win two Grand Effies, and one of five Australian authors to ever win an IPA Effectiveness award in 38 years.

Specialisations: positioning, effectiveness measurement, brand building, behaviour change, campaign strategy, shopper marketing and innovation.

Bringing a unique combination of strategic, creative, and business thinking to marketing, Pieter-Paul is one of the most recognised and awarded strategists in the region.

**FABIO BURESTI | Executive Planning Director, The Monkeys**

One of Australia's most experienced planners, having worked at Saatchi & Saatchi, BMF, Droga5 and The Monkeys. Fabio founded strategic planning at The Monkeys, and under his leadership, the agency has held the APG's 'Strategic Agency of the Year' title for four years running. He took out the APG Grand Prix for his work on OAK's 'Hungrythirsty' campaign, and has collected more Effie awards than you've had hot dinners. Fabio was responsible for The Monkeys being named 'Effective Agency of the Year' at the 2016 Effie awards – where the agency also picked up the coveted 'Grand Effie' for Meat & Livestock Australia's 'Operation Boomerang'.