

ASTRA 2014 CONFERENCE

GAME OF CHANGE

Speaker Biographies

Women in Television Breakfast



Nicole Sheffield is the chief executive officer of NewsLifeMedia, a wholly owned business of News Corp Australia. Ms Sheffield is responsible for developing and directing business strategies across the NewsLifeMedia network of over 25 consumer and custom magazines and websites which include some of the most powerful and trusted brands in the country – including Taste.com.au, Donna Hay, Vogue, GQ, Country Style, Body+Soul, Kidspot.com.au and leading news source, News.com.au. Industry leaders in creating expert, premium content across the key consumer interest areas of food, style, home, health and parenting, NewsLifeMedia’s digital and print assets reach an unduplicated audience of 7million people – representing almost one in two Australians aged 14+.

With a strong background in marketing, sales, digital and brand building Ms Sheffield came to News from FOXTEL’s LifeStyle Channels group. Appointed general manager of The LifeStyle Channel and LifeStyle FOOD in 2008, she launched two additional channels while in the role – LifeStyle YOU and LifeStyle HOME. Ms Sheffield began her career with Telstra, working in a number of roles in its multimedia division. After 18 months as general manager of Tias eCommerce she joined PMP Communications as general manager of Pacific Online, the online division of the magazine company. Following the sale of Pacific Magazines to Seven in 2002, Ms Sheffield was promoted to the role of group publisher of the lifestyle and youth titles. During this time she launched three magazines – including the weekly magazine *Famous* and expanded the division significantly.



Deborah Hutton first appeared on the cover of Australian Cosmopolitan at 16. Since then, Deborah has become one of the most recognisable and best-known personalities in Australia. Her modeling career began while she was still at school and led to top international contracts in Germany, Italy and New York, where she worked with the world’s top models and photographers. For more than ten years Deborah represented the Myer Grace Bros Department store group as their national ambassador and spokesperson and hosted a variety of corporate functions, VIP nights and seminars. Since 1994, Deborah has hosted many Nine Network programs including top-rating shows Looking Good, Location Location, Amazing Homes, Celebrity Overhaul and recently, Nine’s documentary weight loss series, BIG. During 1996-1997 Deborah often appeared as Nine’s Resident Authority on Fashion, Beauty and Style. She was also a regular contributor on the Nine Network’s Fresh Food program and a guest reporter on Getaway. For more than ten years Deborah was an editor for The Australian Women’s Weekly. She started with the beauty pages and then went on to become the Fashion Editor and then an Editor at Large for Home and represented the magazine nationally on television.

Deborah was an ambassador for Qantas for 12 years presenting the in-flight video guide, seen by one million passengers per month worldwide. In 2006 Deborah became the brand ambassador for Olay Regenerist and also created her own brand of eyewear “Deborah Hutton Optical”. She was the spokesperson for the ‘Living at Hyatt’ development at the Hyatt Coolum on the Sunshine Coast. In 2011 Foxtel signed Deborah to host a series of programming initiatives for the highly successful Bio Channel and recently announced an extended role hosting The Foxtel Movie Show on Arena. In 2012 Deborah founded an ambitious project to help women find balance in their life. Facing 50 and the shock of being diagnosed with a serious skin cancer, Deborah spent more than a year assessing and redefining herself and realised along the way, women not only needed help but also wanted to talk about it. *Balance by Deborah Hutton*’ is an on-line community designed to help women connect with coaches and experts who offer practical advice towards living a happier and more successful life.



Sara James is an Emmy award-winning foreign correspondent, author, and commentator. From 1996-2007, James was a New York-based correspondent for *NBC*. She criss-crossed the globe to report on watershed events of our generation, including 9/11, the Taliban of Afghanistan, the Bosnian War Crimes Tribunals, famine and war in Somalia, the Oklahoma City bombings, and political upheaval in Haiti. She also travelled to the wreck of the Titanic. James served as a guest anchor and newsreader on the *Today Show* and was the first host of *NBC Nightside*. James now covers Australasia for *NBC’s Today Show* and *Nightly News*. Since moving to the Melbourne area in 2008, James’ assignments have included covering visits by the Royals to Australia, New Zealand and the Pacific Region, the 2011 earthquake in New Zealand and Black Saturday in Victoria. She also reported on the return of artwork created by children of the Stolen Generation to Western Australia. In January, 2014, James became a regular featured commentator on *ABC News Breakfast*. James’ third book, *An American in Oz*, was released by Allen & Unwin in March. James details the delights and dramas of making an international move and explores the quest to balance career and family - especially when one child has special needs. James graduated with distinction from the University of Virginia. She lives in Victoria’s Macedon Ranges with her husband Andrew Butcher, their two daughters, a golden retriever called Nanci Drew and a hen house full of chooks.



Kelli Underwood is one of Australia’s leading female sports broadcasters and journalists. In 2014, she returns to co-host FOX SPORTS’ The Back Page with Tony Squires. Kelli grew up in Adelaide, before moving to Melbourne to pursue her passion for sport. She had stints as a sports reporter for 3AW, Ten News and Sports Tonight. Along the way, she covered Commonwealth Games in Melbourne and Delhi, several Melbourne Cup Carnivals, Grand Prix’s, Brownlow medal counts and Davis Cup ties. Since 2009, she’s commentated on the ANZ Netball Championship and Australian Diamonds test matches alongside former Australian netball captain Liz Ellis for Network Ten and FOX SPORTS. She has also commentated on the Australian Open and Fed Cup for FOX SPORTS and is a regular panellist on ABC’s highly regarded sports analysis program *O_siders*. Kelli was the first woman to call an AFL match on television during her two seasons with the Network Ten commentary team. She continues to call AFL and tennis for ABC Grandstand and has now covered 15 AFL seasons as a radio or TV reporter, boundary rider and commentator. Kelli joined FOX SPORTS in 2013 as a panellist on the weekly entertainment show, The Back Page before moving into the co-host chair.

Welcome



Brooke Corte is SKY NEWS' Chief Business Reporter and anchor of the network's flagship business programs including Business Agenda, Trading Day, At The Close and Rates Live. In 2008, Brooke was part of the team that launched the SKY NEWS Business channel amid the Global Financial Crisis. She has been integral to the significant expansion of the network's business programming. Brooke joined SKY NEWS in 2002 as a part-time Production Assistant on the business team, supporting the nightly business report. Her responsibilities quickly broadened and she became a full-time Business News Producer and Presenter, also filing finance reports for local commercial television station Seven News and radio stations 2GB, 2UE and 3AW. During her time with SKY NEWS she has covered many significant finance stories including; the collapse of financial markets and corporations throughout the GFC, the Henry Review of Taxation, BHP's failed tilt for Rio Tinto, the collapsed takeover bid for Qantas and multiple Australian Federal Budgets. Her international reporting has included: the 2014 Australian Prime Minister's trade tour of Japan, Korea and China, extensive coverage of the 2011 Euro Zone debt crisis, with a series of special live broadcasts from Italy and Greece, a feature program from the 2012 Australia China Media and also reported from Israel on the outbreak of the 2012 Gaza-Israel conflict. Brooke has a BA in Communications from the University of Technology, Sydney



Tony Shepherd AO was elected President of the Business Council of Australia in November 2011 – March 2014. Mr Shepherd was appointed as Chairman of the National Commission of Audit on 22 October 2013. Tony was Chairman of listed company Transfield Services from 2005-2013. The company provides services to the resources, infrastructure, industrial, and property and defence sectors. Tony's executive career with Transfield was extensive, beginning in 1979. It spanned divisional and regional responsibilities and senior executive roles, particularly in major projects development. He pioneered private sector development and ownership of infrastructure in Australia. Prior to Transfield, Tony was a Federal Public Servant working in defence procurement and research and development, including a three year posting to Washington DC. Tony oversaw the public listing of Transfield Services Limited (finalised in 2001) as well as the listings of Transurban Limited and the ConnectEast Group. He was Chairman of ConnectEast. He has been involved in nation building for most of his career with a portfolio of roles and projects that includes NASA tracking stations, the Moomba to Sydney Gas Pipeline, the Anzac Warships, the Sydney Harbour Tunnel, the CityLink and EastLink toll ways in Victoria, the Walsh Bay Redevelopment in Sydney, the Victorian Desalination Plant and a range of water treatment plants, power stations, roads, railways and tramways. He is a Director of Virgin Australia International Holdings Pty Ltd, Chairman of the Sydney Cricket Ground Trust, Chairman of the GWS Giants, Chairman of ASTRA, Chairman of WestConnex Delivery Authority and an adviser to Bank of Tokyo-Mitsubishi UFJ. Tony is a Member of the Australian Institute of Company Directors and a Patron of Infrastructure Partnerships Australia. In June 2012 Tony was named as an Officer of the Order of Australia.



Gerhard Zeiler is President of Turner Broadcasting System International, which operates more than 150 channels showcasing 32 brands in 36 languages in over 200 countries, including CNN, TNT, Cartoon Network, and Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. Additionally, Zeiler is Chairman of German real estate group Gagfah SA, and a Director to the Board the media and entertainment company CME. Zeiler started his career as a journalist and later spokesman for two Austrian Chancellors. After serving as secretary general of Austria's public broadcaster, ORF, he became CEO of Tele 5 and then RTL II in Germany. He returned to his native Austria to lead the ORF as Director General. In 1998 Zeiler was named CEO of RTL, Germany's biggest TV channel, and from March 2003 until April 2012 CEO of Europe's largest television production and broadcast company RTL Group.

FOXTEL Platform Update



Richard Freudenstein is the Chief Executive Officer of Foxtel and was formerly the CEO of News Digital Media (the digital division of News Limited) and the Australian newspaper. Mr Freudenstein is a director of Real Estate Group Limited, Foxtel, ASTRA and MCN. Mr Freudenstein returned to Australia in August 2006 after seven years at British Sky Broadcasting, the last six as Chief Operating Officer.

Keynote Address



Helen Jackson became Chief Content Officer in 2013. She oversees the creative and commercial vision for BBC Worldwide's Content strategy covering commissioning, development and acquisition activity, channels' curation and editorial standards. Under her leadership BBC Worldwide has taken the lead in devising new and innovative content partnerships to finance premium content and back the best of British creativity. She also leads talent partnership deals, including recent deals to commission David Beckham: Into the Unknown and partnering with Phil Spencer and Kirstie Allsopp's company Raise the Roof. Previously as BBC Worldwide's Managing Director, Content & Production, she built and nurtured close partnerships with BBC Production and some of the UK's best independent producers - including Clerkenwell Films, Baby Cow, Hartwood and Big Talk, as well as start-ups Left Bank Pictures, Burning Bright and Drama Republic. Internationally, she oversaw BBC Worldwide's production activity as the company expanded a network of production bases in Los Angeles, Paris and Mumbai, as well as establishing production partnerships in Sydney (Fremantle), Toronto (Temple Street), Germany (Tower Productions) and Russia (MIR Reality). Helen is also responsible for the creation of BBC Worldwide's Indie Unit which she set up to manage rights acquisitions from the independent sector. Her leadership produced closer partnerships and collaboration across the sector, through long-term development deals, seed investment to nurture new talent and a number of equity stakes in UK and international production companies.

Plenary Session – Audience Measurement



Doug Peiffer is CEO of OzTAM, Australia's official source of television audience measurement for the five mainland capital cities and nationally for subscription television. He has more 25 years of experience in television audience measurement and research, with particular expertise in its use in advertising strategy and business development. Doug began his media career installing people meters for Nielsen Media Research in the US. Over a 12-year period he worked his way up to establish and run television ratings operations in several Latin American and Asian countries. His tenure with Nielsen included the roles of Vice President of Media Services Latin America and Managing Director of Media Services in Singapore. In 1998 Doug joined TNS Media Australia as Joint Managing Director, where he led TNS's bid for the Australian television audience measurement contract. In 2001 he became General Manager of Strategy, Integration and Research for Australian national commercial television broadcaster, Network Ten. During his time with TEN, Doug was responsible for all research activities for the Network and worked closely with the sales and program development teams. He joined OzTAM as Chief Executive Officer in December, 2010, where he works closely with OzTAM's clients - which include television networks, media agencies, advertisers and program producers - to help them make full use of OzTAM ratings data in their planning and forecasting decisions. He is also driving the expansion of OzTAM's ratings service to include measuring and reporting viewing of internet-delivered broadcast TV content. Doug is a founding member of the NSW Information and Privacy Advisory Committee, established to provide expert advice on matters of privacy and access to government information.



Monique Perry is Head of Nielsen's Media business in Australian and was appointed to this role in August 2013. Monique is responsible for client relationships and the commercialisation of Nielsen's media solutions in Australia. Prior to this role, Monique served as Commercial Director, Client Service Director and various Account Management roles within the Nielsen Media and NetRatings businesses. Monique was part of the team that set up the first online audience measurement service in Australia in 1999 and prior to this was an Account Manager with first electronic TV Ratings service in Australia. Monique has worked at Nielsen for 17 years across the Retail, TV, Online and Media businesses in various client service and commercial roles. She has a strong commercial focus and robust product and industry knowledge. Monique has developed strong relationships with media, agencies and industry bodies in the Australian market and was a key member of the team who won the first digital audience measurement tender in Australia with the IAB in 2011. With 14 years digital experience she has lectured for many of the Industry bodies including ADMA, MFA, Digital Cadet and AFA AdSchool.

Plenary Session



Liz Doaln is Chief Marketing Officer of FOX International Channels (FIC), she oversees all brand development, consumer communications, new programming launches and trade marketing for the more than 350 television channels in Asia, Latin America, Europe and Africa. The FIC channel brand portfolio is considered the most powerful and profitable in the world, including global brands such as FOX, National Geographic Channel and FOX Sports. Dolan joined FIC in January 2011. Prior to joining FIC, Ms. Dolan served as Chief Marketing Officer for OWN: The Oprah Winfrey Network from 2009-10. Dolan spent a decade at NIKE, Inc. from 1988 – 1997. During her tenure as Corporate Vice President and VP of Global Marketing at NIKE, the company's revenues grew from \$4.2 billion to \$9.1 billion. In that role, she directed all product marketing, advertising, sports marketing and corporate communications. Dolan also created, executive produced and co-hosted the award-winning radio talk show Satellite Sisters, a nationally syndicated show that she hosts with her 4 real life sisters. Satellite Sisters is currently a top rated podcast for women. Dolan also serves on the Board of Directors of Quiksilver, Inc, in Huntington Beach, California, one of the world's leading action sports companies, which markets the Quiksilver, Roxy and DC brands for surfing, skateboarding and snowboarding. Dolan earned a bachelor's degree in Comparative Literature from Brown University in 1979. She is a member of the Alliance for Women in Media that provides advocacy, educational programs, networking opportunities, and career development services to women in the electronic media industry. Dolan is originally from Fairfield, Connecticut and currently lives in Santa Monica, California.

Plenary Session – Production



In 2012, **Andrew Mercado** was named one of TV's most "seven significant commentators" as a "walking TV encyclopedia". Building on a diverse and distinguished career in entertainment, he has hosted Deborah Hutton on THE FOXTEL MOVIE SHOW seen on Arena and also screening every week on Channel. Andrew is a key weekly contributor to Sydney's top rating breakfast radio show and talks TV. He is also regularly heard on radio across Australia on ABC local stations, including Sydney. Andrew Mercado developed a love of TV and movies early on in his youth when he worked with the projectionist at his local suburban picture theatre.



Penny Chapman is one of Australia's most experienced film and television producers. Her recent drama credits include the landmark children's series, MY PLACE (winner of AACTA awards); multi-award-winning mini series *The Slap* and *Ran*; the telemovie *The Road* (nominee); and the drama series *The Cooks*. Her documentary productions include *Darwin Stopped a Plague*; *The Track*; *Leaky Boat* (ATOM award winner); and *Sex: An Unnatural History* (Helen Panckhurst) is the exotic crime drama series, *The Straits*, which is showing on ABC. She was Head of TV Drama, then Head of Television at the ABC. While there, she executive produced (which she devised), *The Leaving of Liverpool* and *Blue Murder*. In 2010 Penny was awarded the AACTA Award for Contribution to the Television Industry.



Jo Porter joined FremantleMedia Australia in January, 2012 in the newly created position of winning producer, is focused on developing a range of returning and stand-alone drama series. Her reimagining of the Prisoner series, set new records when it premiered in May 2013 and is the most successful series on Foxtel. The second series of Wentworth is currently airing on Foxtel; and for international territories. Series three is currently in production. Porter created and produced the launch episode of Wonderland was the highest premiere for a new series on Ten during its run. Currently in production. Graduating with a Bachelor of Communications from Queensland University of Technology, her career as a Producer's Assistant and Researcher in the UK for the BBC (drama). On returning to Australia, she worked for Roadshow Pictures as a trainee Producer before being promoted to Development Executive in-house drama department where she produced over 500 hours of television drama, including *All Saints*, *Always Greener* and *Packed to the Rafters*. These series were nominated for AACTA awards, including an International Emmy nomination, five Logie Awards for most popular drama series. Her series *Packed to the Rafters* boasted an average national audience of 1.5 million. A run of ratings wins for the four series Porter produced. Most recently Porter was awarded the AACTA Award for Best Television Drama for *Wentworth*. The series was also nominated for an AACTA Award for Best Television Drama. Porter was also nominated for a Nymph Award for Best Television Drama Series. Actors on series she has produced have won AACTA and Logie awards for performance in popular and peer-voted outstanding categories.



John McEvoy first joined Eyeworks Australia in March 2010 as the Head of International Production. Before joining Eyeworks, John had been at the Nine Network for 18 years. Starting in 1991 as a researcher, he produced on all genres of shows including Factual, studio-based Entertainment and News. He worked as a senior producer on A Current Affair and This Is Your Life before he joined Sixty Minutes in 2000. He was appointed Executive Producer of A Current Affair before taking up the position of Head of International Production at the Nine Network in 2005 – a position he held for five years.




In this time, as well as being the Executive responsible for overseeing a raft of Network 9 shows including Backyard Blitz to name a few, he was also instrumental in the development and production of shows including Missing Persons Unit, 20 to 1, What's Good For You, Farmer Wants A Wife and The Crocodile Catchers. As Head of International Production & Development at Eyeworks Australia, John was responsible for the development of new ideas for broadcast both in Australia and internationally, as well as the commissioning and production of the International group, which has offices in over 19 countries worldwide. He is the Executive Producer of KALGOORLIE COPS and the Logie award-winning KINGS CROSS ER (*has also been broadcast in several international territories) which each aired on the CI Network in Australia and respectively became the most watched Australian subscription television history.

Other titles include TERRITORY COPS – a sequel to Kalgoorlie Cops, MEET THE FARMERS, THE CROCODILE CATCHERS for Nat Geo Australia (*has also been broadcast on NAT GEO Wild in US and Canada), THE AUSTRALIAN BALI (*currently airing on the Seven Network) and THE AUSTRALIAN WAR MEMOIRS (ABC, ABC Channel). Now as Managing Director of Eyeworks Australia, John has long-standing relationships with the industry that he has built over his career. This, combined with his wealth of industry experience, has made Eyeworks a trusted production partner that is continuing to grow and make a name for itself in the industry.



Kylie has produced 100's of hours of broadcast television over the last 15 years. Her credits include international award winning program's such as 'Amazing Race Australia' (International Reality Asian Television Awards), 'Big Brother' (Ch 10), 'I'm A Celebrity Get Me Out of Here' (Logie Nominated 2011) and 'Cash Cab' (AXN, Best Adaptation Asia Television Awards). In addition to documentary and short drama directing, her award winning documentaries and short films have been broadcast internationally. In 2012 Kylie joined Matchbox Pictures as the Director of Unscripted Content, responsible for the development and production of a diverse slate of original and formatted entertainment content for NBCUniversal's content for the Australian market. Her original format, 'Formal Wars' has been sold to several territories around the world. She is the Executive Producer of 'The Bachelor' which delivered the largest audience ever for a Foxtel reality program, series two is now in production.

Concurrent 1a – Content Funding

 A portrait of Fiona Cameron, a woman with short blonde hair and glasses, wearing a light-colored top with a black neckline.	<p>Fiona Cameron joined Screen Australia at its inception, 1 July 2008, as Chief Operating Officer. Prior to this role Fiona was a General Manager with DMG Radio Australia, responsible for launching the new radio brand Nova in Melbourne. Fiona has had a number of senior roles in the state and federal arena including a stint as Chief of Staff to the Minister of Communications in the mid-1990s. Fiona has been a Director of the Australian Film Television and Radio School and Commercial Radio Australia.</p>
 A portrait of Ian Robertson, a man with short brown hair and glasses, wearing a dark suit, white shirt, and blue tie.	<p>Ian Robertson is a corporate and media lawyer who heads the media, entertainment and advertising practice of national law firm, Holding Redlich. He is also the managing partner of the firm's Sydney office. He has worked in and for the media and entertainment industries for most of his career, including in the 1980's as the in-house counsel for David Syme & Co Limited, publisher of the "The Age" newspaper, and as a senior executive of the video, post-production and facilities company, AAV Australia. He became a partner of Holding Redlich in Melbourne in 1990 and established the firm's Sydney office in 1994. He is also the president of the board of the Victorian Government film agency, Film Victoria, and a board member of the ASX-listed production and distribution company, Beyond International Limited. His former appointments include deputy chair of Screen Australia, board member of the Australian Broadcasting Authority, director and chair of Ausfilm, director and deputy chair of Film Australia Limited, and director of the predecessor agency to Film Victoria, Cinemedia. He is a Fellow of the Australian Institute of Company Directors.</p>
 A portrait of Bob Campbell, a man with short grey hair, wearing a light-colored shirt and a grey blazer.	<p>One of Australia's most highly respected television executives, Bob Campbell has spent his career working in the media. Having held senior management positions with Network TEN, he was appointed Managing Director and CEO of the Seven Network in 1987, a position he held until 1995. Bob formed Screentime in 1996 with Des Monaghan, and the television production company is now a member of the Banijay Group with operations in Australia, New Zealand and Ireland, and productions in all genres including telemovies, mini-series, long form drama, comedy, serial drama, documentary and infotainment/reality. Screentime produces formats which are owned by the group in over 40 countries. creentime has produced many of Australia's most celebrated productions including (most recently) six series of the Underbelly franchise, the critically acclaimed miniseries Tim Winton's cloudstreet for Showtime Australia, Brothers In Arms for Network TEN, RBT for the Nine Network, Outback Coroner for Foxtel's C&I channel, along with Crownies and the upcoming Janet King and ANZAC Girls for ABC TV and Fat Tony & Co for the Nine Network. The company is currently in production on the documentary series Taking on the Chocolate Frog for Foxtel's STUDIO channel and Flying Miners for ABC TV and in development of Batavia for Network TEN. Formerly Chairman of The Film Finance Corporation, the Sydney Dance Company and a previous Director of The Australian Film Radio & Television School, Australian Film Commission and the Sydney Swans, Bob is currently a Director of ScreenNSW and Non-Executive Chairman of Adcorp.</p>



Ross Crowley is Foxtel's Director of Programming and Channels, overseeing content acquisitions, strategy, operations and revenues for Foxtel's Networks. He has been with Foxtel since before launch in 1995 and has worked for Nine and Star TV.

Concurrent 1b – Public Policy



Laura Jayes is Political Reporter at SKY NEWS, Anchor of Lunchtime Agenda on SKY NEWS National and a part of the Election 2013 team. She joined SKY NEWS in 2006 before being appointed Brisbane Reporter. In 2011 Laura moved to Canberra to take on the role of Political Reporter before returning to Sydney in 2014. Laura has covered the 2012 and 2013 leadership challenges, the Queensland 'Newman Landslide' election and regularly interviews cabinet and shadow cabinet ministers during Lunchtime Agenda. She has also reported on the Queensland floods, the war in Afghanistan from Kabul, Kandahar and Tarin Kowt and travelled with Prime Minister Gillard on trips to India and China - covering and reporting on the progress of two of Australia's most important international relationships. Laura has a Bachelor of Media and Communications. Away from Parliament, she enjoys running and skiing. She just participated in her first marathon last year and was previously a ski instructor in Austria.



The Hon. Graham Richardson is anchor of Richo on SKY NEWS National, Wednesday nights at 8pm. A former Australian Communications Minister, Graham was a Senator for New South Wales from 1983–94 for the Australian Labor Party, a Senior Minister in the Hawke and Keating governments, and is now a political lobbyist, public speaker, and media commentator. During his time in politics, Richardson was often referred to as a right-wing power broker. He joined the ALP in 1966, was assistant general secretary of the NSW branch by 1976 and a Senator by 1983.



Megan Browlow is an Executive Director at PricewaterhouseCoopers and the editor of the annual forecasting publication, The Australian Entertainment & Media Outlook. Starting her career as a radio and television journalist, Megan has over 20 years' experience in media ranging from being a producer on "Enough Rope with Andrew Denton" to senior management positions in multi-divisional media companies. Before PwC Megan spent eight years with leading Australian media properties the Nine Network (television), ecorp (internet) and Publishing & Broadcasting Ltd (multi-divisional). Her most recent role was Director of Strategic Integration. In this role Megan designed and managed cross-platform content and marketing solutions for properties including the Nine Network, ninemsn, ACP magazines, Ticketek and eBay.com.au. The Australian Entertainment & Media Outlook receives extensive media coverage and is used by industry and the investment community for strategic planning. Megan delivers over 110 private briefings to clients, government and industry each year on the health and future of media and consumer behaviour.



Mark Day has been a journalist for 54 years, during which time he has been a copy boy, cadet, reporter, editor, columnist, proprietor of newspapers, magazines and radio stations, radio and television current affairs host, author and blogger. He has contributed a column for The Australian's Media section since its inception in 1999.



Bruce Meagher joined Foxtel in May 2012 as Director of Corporate Affairs. He is responsible for government relations and policy, corporate media management, stakeholder relations, and corporate social responsibility initiatives. He is one of Foxtel's representatives on the ASTRA Board. Bruce has a long history of involvement with subscription television. He was an adviser to the then Federal Communications Minister when the legislation setting up the subscription television industry was enacted. While at Freehills Bruce was a legal adviser to Austar and later he worked there as Corporate Affairs Director at the time of Austar's float. He was also an executive at Optus Vision and then Optus Communications. Most recently, Bruce was Director, Strategy and Communication at SBS. Bruce has been a director of Freeview Australia Limited, a committee member of the International Institute of Communications (Australia) and a member of the Federal Government's Digital Switchover Taskforce Industry Advisory Group. Outside of work Bruce is a director of Save the Children Australia, PlayWriting Australia and is Chair of The Griffin Theatre Company. He has degrees in Arts and Law from the University of Sydney.

Concurrent 2a – OTT/IP distribution



Shaun James has 20 years experience spanning the entertainment and broadcast industries. Gaining extensive marketing experience at Warner Music for a nine year period, he then spent a further five years with the organisation as Chairman and CEO, Australia and New Zealand. Operationally, this covered both the recording and publishing companies within Warner Music. Shaun then spent three and a half years at Network TEN in the roles of General Manager, Network Sales and then as Chief Marketing Officer. In 2008 he joined the XYZ Networks, as GM of the music channels [V], [V] Hits, Max and CMC and since that time has overseen some of the countries biggest local music productions including The Big Day Out, Sound Relief, The Max Sessions, Future Music Festival & CMC Rocks the Snowy's. In 2012, post Foxtel's acquisition of Austar, Shaun was appointed as GM Music Channels & Head of Digital, Foxtel Networks Australia. In these roles he oversaw growth across the groups' digital platforms, including the launch of the Lifestyle portal within Telstra media, as well as the launch of the new music channel SMOOTH & the revamped audio service FOXTEL TUNES, in late 2013.



Eric Kearley is a Senior Executive with outstanding track record in major media companies. He has extensive experience of free to air and pay broadcasting and digital media companies, private as well as public. He is proficient in multiplatform content development and production, P&L management, operations, turnarounds, startups, business development, J/V's acquisitions and partnerships, policy and regulatory management and strategic planning. He has launched or repositioned dozens of media ventures and been in charge of more than 30 markets. His current role is Head of IPTV and Pay-TV at Telstra, Sydney. Key objectives are to create an effective product portfolio plan, set a technology plan that aligns with stakeholders, and drive Pay TV and IPTV portfolio category contributions. The position carries full P&L accountability for a multi-million dollar portfolio. Prior to this, Eric was in charge of business diversification across all platforms as Head of Digital Media and Channels at TVNZ, as well as TVNZ's international content sales, and a Director of Igloo Ltd, a new joint venture pay TV operation between Sky Television and TVNZ instigated by Eric Kearley. In the role he also launched 8 FTA and Pay-TV channels, and transformed the relationship between SkyTV and TVNZ. Prior to TVNZ, Eric served as a Board Member, and Vice President, Commercial and Creative for Paul Allen's (Microsoft co-founder) The Hospital Group in London.



Damian was appointed CEO of the Hoyts Group in January 2014, with responsibility for Hoyts Entertainment and Val Morgan. The Hoyts Group owns and operates 52 cinemas throughout Australia and New Zealand with over 400 screens, alongside 600 Hoyts Kiosk locations Australia-wide. Previous to his role with Hoyts, Damian led a restructure and repositioning of cinema advertising as CEO of the iconic cinema advertising company Val Morgan. This resulted in cinema advertising growth of over 20% for each of the past two calendar years. Damian also drove the rapid expansion of the Val Morgan Outdoor footprint, which is now Australia's largest digital out of home network with 2,500 digital panels across shopping centres and petro-convenience locations. Prior to joining Val Morgan has worked in media and marketing roles with MCN and the Seven Network. Damian represented Australia on over 200 occasions in basketball including three Olympic campaigns. Damian was elected as Chairman of the Cronulla Sharks in April 2013.



Kylie recently returned to Australian News Channel as Director of Digital. In this role, she will further develop products including skynews.com.au, Sky News Multiview, Qantas inflight news and drive the presence of the Sky News Channels across social media platforms. Prior to this Kylie spent two years at News Corp Australia as Head of Video, working across editorial and commercial strategies for the group's portfolio of digital products. Kylie has worked in broadcast and digital media for 19 years across roles in news reporting, producing, presenting and management. In 2006, Kylie co-founded Pinstripe Media, a niche production company of which she remains a Director. In 2008 she established Sky News Business and was Channel Manager until 2012. Kylie holds a BA (Broadcast Journalism) from Charles Sturt University and an MBA (Exec) from the Australian Graduate School of Management.

Concurrent 2b – Creative Culture



Patricia Powell-Hughes -Managing Director and founder, with a reputation as the leading head-hunter for the business side of the television, media and entertainment industries, Patricia Powell-Hughes is the go-to person for clients wanting advice or a confidential sounding board. Inspired to set up EP in 1999 after working behind the scenes in the entertainment industry, Patricia has connected scores of clients with talented candidates, providing career-defining opportunities for key players in Australia and internationally. Patricia's entrepreneurial spirit and desire to keep challenging herself mean she is continually developing ideas and expanding the EP business as it celebrates its 15th anniversary in 2014.



Sandra Levy was appointed as CEO of AFTRS in mid 2007 following on from her roles as Head of Drama at Zapruder's Other Films (2007), Director of Development at Channel 9 (2006), Director of Television at the ABC (2001 - 2005), Head of Drama at Southern Star (1989 - 2000) and Head of Drama at the ABC (1986 - 1989). Sandra has been an eminent television and feature film producer and a board member of significant arts and screen organisations including the Australian Film Finance Corporation, the Australian Film Commission, the Australian Film Television and Radio School, Deputy Chair of the Sydney Theatre Company and she is currently a board member of the St James Ethics Centre. She was awarded an Honorary Doctorate of Letters from Macquarie University in 2010. Sandra was reappointed as CEO of AFTRS for a four year term in June, 2010.



Emma joined Foxtel in 2007, and holds the role of Group Director – People & Culture. In this role, Emma sits on the Executive, and leads a team responsible for the People & Culture Strategy including Internal Communications, Organisational and Leadership Development, People Operations (remuneration, safety, systems, and employee relations) and the provision of Business Partnering and advice to the Foxtel workforce on all things people related. In 2011, Foxtel were awarded the 'HR Team of the Year' award, and in 2013, Em was a finalist for the 'HR Director of the Year' award as reviewed by Human Capital Magazine. Emma holds post graduate qualifications in HR Management, and graduated from Stanford University's residential Executive Program in 2013. Em also holds Australian Institute of Company Director qualifications. Prior to joining Foxtel, Em spent 14 years in various operational and strategic human resources roles across iconic Australian brands including Qantas (Australia and the UK), Woolworths and Greyhound Pioneer. Emma also enjoys working in the not-for-profit sector and in 2010/2011 raised \$220,000 for charity through her initiative – The Amazing People Project.



Chris is General Manager Subscription TV for SBS overseeing “World Movies” and “Studio”. Chris has spent over 20 years across Asia, Australia, and New Zealand in subscription television industries, along with influential positions in media and politics. Chris is a former media and commercial lawyer, launching his legal career with major Australian firm King & Wood Mallesons. He went on to lead the creation of Australia’s cultural policy “Creative Nation” during the 7 years he spent as an Advisor to the Federal Communications Minister, following a period as a State Ministerial arts advisor. Chris has held various senior positions during the launch of the Australian Pay TV industry, including General Manager Business Affairs at SingTel Optus' Optus TV, Director of Strategy and Business Development Viacom International Media Networks Australia, and Director of Business Affairs at The Movie Network. He has worked in Pay TV for 17 years. From 2006 Chris spent three years overseeing the launch and development of three channels in New Zealand - MTV, Nickelodeon and the region’s first Comedy Central – for SKY TV in his role as General Manager of Viacom International Media Networks New Zealand. He then went on to become Vice President Distribution for Viacom International Media Networks Asia from 2009 to 2011. Chris returned to Sydney and was appointed General Manager of SBS Subscription TV in May 2012. Chris has also held board-level positions in the subscription TV industry, including Deputy Chair of peak body the Australian Subscription Television and Radio Association, as well as Chair of Film & Television Institute (WA). He was also heavily involved in arts organisations, with a series of key roles, including board member of the Festival Fringe (WA).