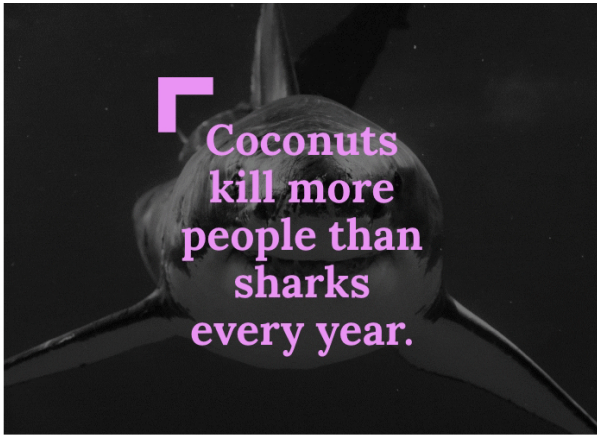


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## IMAA opens Pitch-Chella 2025

By [AdNews](#) | 6 May 2025 0 Comments

The Independent Media Agencies of Australia (IMAA) has opened applications for its 2025 Pitch-Chella program, following last year's inaugural event.

The initiative is designed to support and showcase emerging talent from the independent media sector. The program encourages collaboration and creative thinking to help develop participants' pitching skills.

Sponsored by Audience360 and supported by Meta, News Corp Australia and Pinterest, the 2025 edition will see teams respond to a brief from national charity, Mission Australia.

The top eight submissions will be invited to pitch live before a panel of industry judges.

The judging panel includes Audience360 managing director Jenny Parkes, TrinityP3 global media lead Stephen Wright, Turnburn Marketing Advisory partner Daniel Johns, Sparrow's Nest Consulting's Greg 'Sparrow' Graham, and Orand founder and senior media consultant Adam Hickey.

Winners will be announced at a ceremony at Melbourne's Bells Hotel on Thursday, July, 17.

Last year's Pitch-Chella drew 76 participants from 21 independent agencies. Enigma won the top award, with Assembled Media and Hatched taking silver, and The Media Store awarded bronze.

"At its core, Pitch-Chella embraces the creative minds of our upcoming indie talent, championing fresh perspectives and bold ideas that will shape the future of the industry," said IMAA leadership team member and Hatched chairman, Mike Wilson.

"This is a chance for our indie talent to think creatively, we're looking for innovative, cross-channel thinking; from traditional and digital media to unexpected activations and social-led storytelling. We want to be surprised and inspired, the best pitches won't just respond to the brief, they'll reimagine what's possible."

Media executive at Enigma, Tracy Meyer, said taking part in Pitch-Chella reminded her why she loves the industry.

"The feedback and exposure from industry leaders were invaluable, and the experience gave me a real confidence boost not just in pitching, but in backing myself," she said.

"I walked away with new skills, meaningful connections, and a deeper appreciation for the power of bold ideas and creative risk-taking."

Pitch-Chella is open to IMAA members with less than five years of industry experience.

Applications close Friday, May, 9. Finalists will be announced on Tuesday, June, 24, with virtual pitches scheduled for Wednesday, July, 2

The 2025 program is led by a steering committee of indie agency leaders, including Mike Wilson (Hatched), Lisa Blackshaw (Co.Gency), and Taylor Fielding (TFM Digital), alongside the IMAA team.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

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The industry-first initiative supports and showcase the independent media sector.

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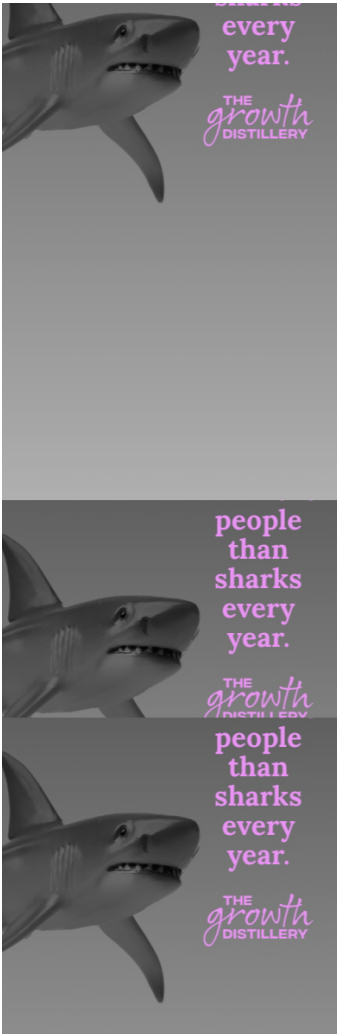


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