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## IMAA opens applications for second Pitch-Chella program

by Alisha Buaya  
Posted on 6 May 2025



Mike Wilson: 'We're looking for innovative, cross-channel thinking; from traditional and digital media to unexpected activations and social-led storytelling.'

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

Pitch-Chella initiative is an industry-first program, designed to showcase and support emerging indie agency talent. Staff are encouraged to collaborate, think outside the box and share knowledge to enhance their pitching skills.

Applications are now open for this year's program, which is proudly sponsored by Audience360 and supported by Meta, NewsCorp Australia and Pinterest, with teams set to provide a written response to a brief from national charity, Mission Australia.

The top eight teams will then be selected to deliver a live pitch before a judging panel of industry experts, including sponsor Audience360 Managing Director, **Jenny Parkes**, TrinityP3 Global Media Lead, **Stephen Wright**, Tumblturn 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 an award ceremony at Melbourne's Bells Hotel on Thursday, July 17.

The first-ever Pitch-Chella event attracted 76 participants, representing 21 indie agencies. Independent agency Enigma took out the overall program last year, with a combined team from indie agencies Assembled Media and Hatched receiving the silver award. The Media Store took out the bronze award.

"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," **Mike Wilson**, IMAA Leadership Team Member and Hatched Chairman, said.

"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."

**Tracy Meyer**, Media Executive at Enigma, and part of the team that took out the overall program in 2024, said: "Taking part in Pitch-Chella reminded me why I love this industry. It was fast-paced, fun, and packed with brilliant minds. Winning Pitch-Chella was one of the most rewarding experiences of my career so far. It pushed me out of my comfort zone, challenged my thinking, and gave me a platform to showcase a different way of thinking.

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

Pitch-Chella entries are open to IMAA members who have been in the media industry for less than five years. Applications for the 2025 program close on Friday, May 9. Finalists will be announced on Tuesday, June 24, while virtual pitches will take place on Wednesday, July 2.

The 2025 Pitch-Chella initiative is spearheaded by a steering committee of independent agency leaders including **Mike Wilson** (Hatched), **Lisa Blackshaw** (Co.Gency) and **Taylor Fielding** (TFM Digital), along with the IMAA team.

Top image: 2024 winners Enigma

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ACCC appoints Sarah Proudfoot as CEO

By [Alisha Buaya](#)  
Posted on 6 May 2025



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Gina-Cass Gottlieb: 'Sarah has consistently demonstrated her ability as an outstanding strategic leader.'



The ACCC has named **Sarah Proudfoot** chief executive officer.

Proudfoot began with the ACCC/AER in 2005 when she joined the agency's Infocentre and has held a range of senior roles in the agency, including executive general manager of the ACCC Infrastructure Division between 2020 and 2024.

She oversaw of **the government regulator's** work across telecommunications, rail, ports, airports, electricity and gas as well as the 2023 Childcare Inquiry.

Proudfoot was appointed executive general manager of the ACCC's National Anti-Scam Centre in August 2024 and has been acting chief executive since February 2025.

"During her career Sarah has consistently demonstrated her ability as an outstanding strategic leader with personal drive, credibility and integrity, and a strong commitment to public service," ACCC Chair **Gina Cass-Gottlieb** said.

"I am confident that with Sarah's contribution as CEO leading our capable people, our agency will continue to deliver important outcomes for the Australian economy and community."

Proudfoot said of her new role: "One of the many things I've loved in my time at the ACCC is the fact our work makes a difference to people's lives every day.

"It is a significant responsibility and privilege to take on the role of CEO and to work with Commissioners and our talented, dedicated team in the interests of consumers and protecting competition across our economy," she added.

The ACCC was among the regulators that provided its approval for **News Corp to finalise the sale of Foxtel Group to global sports streaming platform DAZN earlier this year**, marking the end of a decades-long chapter for one of Australia's most influential pay TV providers. As part of the deal, News Corp received repayment of A\$592 million in shareholder loans and has secured a minority equity stake of approximately 6% in DAZN.

**Top image: Sarah Proudfoot**

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