

IMAA unveils 2025 Pitch-Chella participants



by Tom Gosby

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Independent Media Agencies of Australia (IMAA) has announced the 18 agencies participating in its 2025 Pitch-Chella initiative, with teams set to pitch campaigns for national charity Mission Australia.



The **Independent Media Agencies of Australia (IMAA)** has confirmed 18 member agencies will participate in its **2025 Pitch-Chella program**, with teams tasked with developing media campaigns for Mission Australia.

Now in its second year, Pitch-Chella provides a platform for early-career professionals from independent agencies to develop and showcase their pitching capabilities.

The initiative is sponsored by Audience360 and supported by **Meta, News Corp Australia,** and **Pinterest.**

A total of 21 teams from the 18 agencies will create campaign pitches aimed at raising brand awareness and driving support for Mission Australia's work addressing homelessness in Australia.

Agencies on board

Agencies taking part include:

- Alpha Digital
- Assembled Media
- Admatic
- Audience Group
- Advertising Associates
- Bang Digital
- Customedia
- Co.gency
- Hatched
- Impressive
- Kaimera
- Noisy Beast
- Pearman Media
- TFM Digital
- Slingshot
- The Media Store



Participants will submit written pitches covering paid, earned, and creative media strategies, along with proposals for 'always on' support during Mission Australia's key fundraising windows in winter and at Christmas.

Judging panel



Campaigns will be judged by a panel of marketing leaders, including:

Jenny Parkes, Managing Director at Audience360
Steven Wright, Business Director and Global Media Lead at TrinityP3
Daniel Johns, Managing Partner at Tumbleturn Marketing Advisory
Adam Hickey, Founder of Orand
Greg Graham from Sparrow's Nest Consulting.

Finalists will be announced on June 24, with virtual pitch presentations scheduled for July 2. The winning team will be revealed at a closing event on July 17 at Bells Hotel in Melbourne.

Mike Wilson, **Hatched** Chairman and IMAA Leadership Team member, said the program reflects the IMAA's commitment to professional development within the independent media sector. "This year, we're looking for pitches that are innovative, intelligent and creative — campaigns that can generate a disproportionate impact," **Wilson** said.

Pitch-Chella 2025 is being coordinated by a steering committee including **Wilson, Lisa Blackshaw** of Co.Gency, and **Taylor Fielding** of TFM Digital, in collaboration with the IMAA.

For more information, visit: theimaa.com.au/pitch-chella

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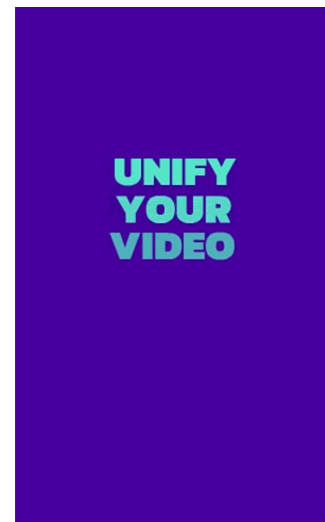


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2025 has been flying by, and now there's **less than six months until Christmas**. While a special time for many, the festive season is also widely recognised as being an expensive time of year — which can be made worse by cost-of-living pressures. Luckily, there's a way you can help to ease the financial stressors of the festive season: **Everyday Rewards' Bank For Christmas**. Designed to help you get ahead of your annual celebrations, Bank For Christmas is an Everyday Rewards choice that you can switch to at any time (but the sooner, the better), allowing you to **stash your points for use around the festive season**. With every 2,000 points resulting in \$10 off a future festive shop, it's the perfect way to give back to yourself while you're busy preparing a happy holiday period for your loved ones.

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