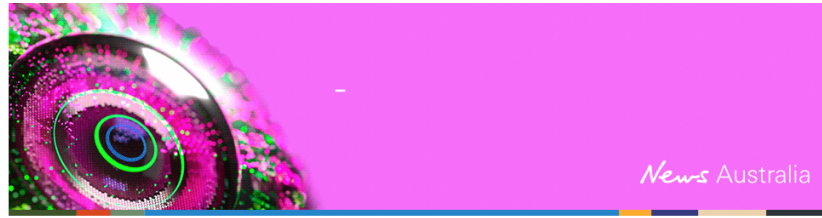


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Darren Woolley and Rowena Millward to be key advisors for Agency 50

MW by Mediaweek
Posted on 6 September 2023



The pair will work together to guide the direction of the Agency 50 list

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Mediaweek is excited to announce that **Darren Woolley** and **Rowena Millward** will be serving as the key advisors of the **Agency 50 list**, which will be unveiled at the *Mediaweek 100 Industry Lunch* on October 13, at the Pearl Ballroom in the Crown Sydney.

The Agency 50 will count down the top 50 most influential and powerful media agency executives in the country and consider how they positively influence the industry, their organisation, and the client's business.

Buy tickets to the Mediaweek 100 Industry Lunch here.

The Mediaweek 100 Considerations Portal is available here

In this role, the pair will work together to guide the direction of the Agency 50 list, alongside Mediaweek's **Alisha Buaya** and **Amy Shapiro**.



Alisha Buaya and Amy Shapiro

Woolley is the Global CEO of **TrinityP3**, and also serves as *Mediaweek's* marketing/agency editor-at-large.

TrinityP3 is one of Australia's largest and most influential independent marketing/pitch consultancies. TrinityP3 has a significant presence in Australia where it leads the pitch process for many of the country's leading advertising accounts as well as having offices in London, New York and Zurich. This makes Woolley one of the most relevant and respected voices in the industry.

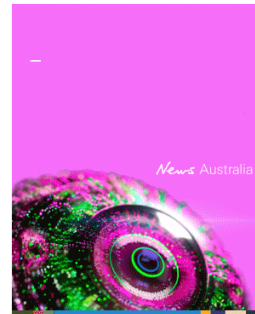
A scientist by training, Woolley fell into advertising as a copywriter but ended up creative director of JWT before moving over to launch TrinityP3 in 2000 where he has sought to bring a more rigorous approach to the selection of agencies and marketing partners for brands.

Millward is the capability and careers Chair for Mediaweek Academy and has spent over 20 years working client side in marketing in Australian, APAC, North American, and Global roles across companies such as Procter & Gamble, Neutrogena and Johnson & Johnson, the last of which she spent over 15 years.

Millward consults and runs capability programs for many of the world's most admired brands and companies. Her leading-edge knowledge across marketing, business and leadership has helped hundreds of brands transform and reinvent themselves in the digital age.

Millward is also a two-time best-selling author. Her book *Uncomfortable Growth® – Own Your Reinvention* is now a leading program helping executives navigate career and life crossroads to create their next chapter.

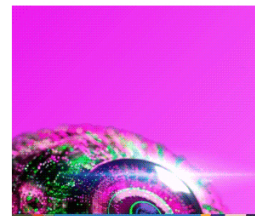
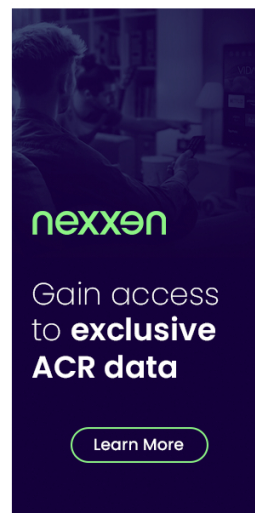
Millward currently leads OMD Elevate (OMD's client engagement program), is part of



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ADMA's Education Advisory Committee, is a founding mentor for The Marketing Academy and is on the faculty for Thought Leaders Global.

Commenting on his new role in the Agency 50 list, Woolley said: **"The Agency 50 list is quickly becoming the industry bellwether for identifying the shifts in influence within the media agency landscape.** It is no longer enough to be in a position of power simply. Today, it is more critical to leverage that power to positively influence advertisers, media owners, employees, and the broader community.

"After all, being promoted into a position of power is just the first step. How someone uses their position to influence positive change is the real measure of power. This year, we are looking for those who use their influence to create the most positive outcomes, not just consolidate their position in the industry".

Millward also added: "Media spend is the biggest investment on a Client's marketing P&L, and the Mediaweek Agency 50 is an invaluable resource. **It's a privilege to partner with Mediaweek in recognising the Agencies at the top of their game.** I'm proud to partner with Mediaweek to recognise the top 50 Agencies who are transforming our industry"

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Simon Wassef returns to Clemenger BBDO as chief strategy & experience officer

MW

By Mediaweek

Posted on 6 September 2023



Simon Wassef: "When Clemenger calls, you have to answer"

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Clemenger BBDO has appointed **Simon Wassef** as chief strategy and experience officer to expand upon the agency's CX capabilities.

In the senior leadership role, Wassef will lead strategy and customer experience across the Clemenger business. The remit will include growth, new business, elevation of talent, and new practices.

Wassef first worked at Clemenger 21 years ago as a junior account planner.

He joins the agency after more than two and a half years as national chief strategy officer at **whiteGREY**. Prior to that he was chief strategy officer at **TBWA/Chiat/Day** in Los Angeles.

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Wassef's experience includes over 20 years working in Europe, the US and Australia: three years at R/GA in London, three years at SID LEE in Amsterdam, plus stints at Droga5, AMV BBDO, AKQA and Host Sydney.

Clemenger BBDO CEO, **Dani Bassil**, said: "Simon really is one of the best in the business; if not THE best. He's worked everywhere I've ever wanted to work, R/GA London, Sid Lee Amsterdam. ChiatDay LA.

"The fact he's bringing all this experience to Clemenger is a game changer for us. The experience is the brand and the fact he is so expert in both realms is exactly what we've needed in this leadership role"

Wassef has worked across leading international and Australian brands, including IKEA, Qantas, adidas, Absolut, Samsung, HSBC, Red Bull, Electronic Arts, Guinness, Google, Johnnie Walker, Volvo, Panadol, Westfield, Nike and Beats By Dre.

He has won the Grand EFFIE, APG UK Gold, Jay Chiat Gold and David Ogilvy Gold. He serves on the AdCouncil DE&I Committee judges Creative Strategy for AWARD and teaches Advanced Strategy for AdSchool.

Of his new appointment, **Wassef** commented: "**When Clemenger calls, you have to answer. Let's go.**"

Wassef's appointment at Clemenger BBDO follows the recent appointments of **Anita Zanesco** to the newly created role of Chief Growth Officer and two managing partners – **Georgie Winton** and **Anita Deutsch**.

See Also: **Clemenger BBDO welcomes Anita Zanesco as its first chief growth officer with new managing partners**

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Roundup: Bluey and kids' TV, Musk threatens to sue ADL, Voice referendum

MW By **Mediaweek**

Posted on 6 September 2023



Meta, Havas, Spotify, Louise Milligan

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Social Media

Elon Musk threatens to sue Anti-Defamation League over lost X revenue

Elon Musk has threatened to sue the Anti-Defamation League after accusing the US-based civil rights group that campaigns against antisemitism and bigotry of trying to "kill" his X social media platform, reports *The Guardian's* **Dan Milmo**.

The owner of X, formerly known as Twitter, said the ADL was trying to shut down his company by "falsely accusing it and me of being antisemitic".

In a series of posts on X, Musk said advertising sales for the business were down 60% and "based on what we've heard from advertisers, ADL seems to be responsible for most of our revenue loss".

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Meta to wind down Facebook News tab and stop funding Community News Project

Meta will wind down news services for publishers through its Facebook News tab in the UK



Meta will wind down payments for publishers through its Facebook News tab in the UK, France and Germany and stop funding the Community News Project when the current contracts end, reports *Press Gazette's Brohn Maher*.

The Community News Project, which first launched in 2019, currently places more than 100 reporters in under-served communities around the country.

Existing community news reporters will continue in their current roles until the contracts end, said the NCTJ, which disburses Meta's grant funding for the scheme.

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Business of Media

Havas has acquired an Australian lobbying firm

Lobbying outfit Australian Public Affairs has been acquired by global communications firm Havas, and will be integrated into its H/Advisors business, reports *The Australian's Cameron England*.

APA was founded by **Tracey Cain** 27 years ago, and **Ms Cain**, who is its chief executive officer, deputy CEO **Phil McCall** and chief financial officer **Kathryn Higgs** will all stay with the business.

The firm will be renamed H/Advisors APA.

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See Also: VA Media appoints Organic Pacific and Havas to support its international growth ambitions

Top ASX companies publicly back yes campaign in Voice referendum

The nation's largest listed companies have overwhelmingly thrown their weight, and millions of dollars in support, behind the Yes campaign supporting an Aboriginal and Torres Strait Islander Voice to Parliament, with no publicly-listed companies appearing to be on the record in opposition to the proposed constitutional changes, reports *The Australian's Cameron England*.

To date, 13 of the top 20 ASX-listed companies have come out in support of the Voice, with BHP, Rio Tinto and Wesfarmers all kicking in \$2m each to back the Yes campaign.

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News Brands

The Australian 'unfairly' characterised Louise Milligan as lazy and deceitful: Press Council

The Australian "misleadingly and unfairly" led readers to believe the ABC's award-winning *Four Corners* journalist **Louise Milligan** was associated with "bad, lazy, deceitful journalism" in a 2021 editorial, the Australian Press Council has found, reports *Crikey's John Buckley*.

The finding comes two years after Milligan first filed a complaint over the piece, which ran on June 8 2021 in both print and online, and claimed reporters at the ABC "decry any form of scrutiny", particularly when it is published in *The Australian*.

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Television

We all love Bluey. So why was there an Australian kids' TV crisis meeting?

In Coffs Harbour last week, 260 people gathered to share their love of, and interest in making, Australian children's television. It was the first ever Australian Children's Content Summit, and for organiser **Suzanne Ryan** it was an event that started in something like a state of despair and ended in one of heightened optimism, reports Nine Publishing's **Karl Quinn**.

"The whole reason behind the summit was to have something for our industry," says Ryan, herself a producer for more than 20 years. "We needed it. It's been a time when people's businesses have closed, people's shows have stopped, people have had to take jobs elsewhere."

This is, she says, a "challenging time" for makers of children's film and television content in Australia, because the removal in 2020 of obligations on the commercial free-to-air networks to commission and screen such content, and the failure (so far) to regulate the streamers, has led to "market failure".

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Audio

Spotify's \$1 billion podcast bet turns into a Serial drama

Spotify spent more than \$1 billion to build a podcasting empire. It struck splashy deals with **Kim Kardashian**, the Obamas and **Prince Harry** and **Meghan Markle**. It paid \$286 million for a pair of podcast studios and spent \$250,000 and more an episode on exclusive shows to lure new listeners, reports *The Wall Street Journal's Anne Steele* and **Sarah Krouse**.

The bet hasn't paid off.

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AFL Finals time on Fox Footy as Garry Lyon and Nathan Buckley go Face to Face



By **James Manning**

Posted on 6 September 2023



Exclusive interviews with Collingwood and Carlton greats, plus Fox Footy's wall-to-wall AFLW coverage



The AFL final season starts Thursday night on Fox Footy with just eight games to sort out which of the eight remaining teams will face off in the AFL Grand Final.

Fox Footy will broadcast the eight games over the next three weeks ad-free during play for Foxtel's Fox Sports and Kayo Sport subscribers.

The Fox Footy channel gets to show every AFL game of the year live and ad-free during play with one pretty important exception. That is the AFL Grand Final which remains an exclusive Seven property.

In the lead-up to the first final between Melbourne and Collingwood, Fox Footy has reported viewers streamed 5.2m minutes this year across the home and away season, an increase of 18% year-on-year.

"We're chuffed to see fans and viewers growing each year which is a testament to the talent and product we're showcasing," said **Steve Crawley**, executive director of Fox Sports.

So far in the lead-up week to the first finals, Fox Footy has been featuring some of the coaches leading their teams into battle on the weekend. Lions coach **Chris Fagan** took a seat during *On The Couch* on Monday ahead of Carlton's **Michael Voss** and then Sydney Swans' **John Longmire** on *AFL 360* at 7.30pm.

AFL 360 continued its final preview on Tuesday night ahead of a special *Face To Face* episode with Collingwood captain **Darcy Moore** being interviewed by Fox Footy's **Garry Lyon**.

Another episode of the finals week *Face to Face* follows on Wednesday with Coleman Medallist **Charlie Curnow** speaking with Fox Footy's **Nathan Buckley**.

All these Fox Footy programs are available on-demand on the Fox Sports and Kay Sports platforms.

On Thursday, viewers are being promised the best seat in the house when Fox Footy's **Sarah Jones, Jason Dunstall, David King** and **Leigh Montagna** broadcast live from the MCG when Collingwood takes on Melbourne.

One day later, **Garry Lyon, Jonathan Brown, Nathan Buckley** and **Jordan Lewis** then take to the Fox Footy live stage at the MCG on Friday night for the Carlton v Sydney blockbuster.

The channel will also be screening live and ad-free during play the two remaining weekend clashes on Saturday between St Kilda and the GSW Giants and, in the only match outside of Melbourne this week, Brisbane Lions v Port Adelaide from the Gabba.

Come Grand Final day coverage kicks-off early with the Grand Final Breakfast then the annual Fox Footy's Longest Kick returns to the banks of the Yarra River to see superstars of the game boot the Sherrin further than their rivals. The only thing missing from Fox Footy that day of course is coverage of the Grand Final which is live and exclusive on Seven.

Between now and Grand Final Day, the channel will continue its weekly analysis programs *On The Couch, AFL 360, Face To Face, First Crack* and *Bounce*.





Kelli Underwood and Ruby Schleicher

AFLW on Fox Footy

The channel will also be screening the AFLW during the month of September. This is the first AFLW season where every AFL team is competing and Fox Footy will cover every clash including all the AFLW finals series including the AFLW Grand Final.

Special coverage will include the Festival of Footy in Round 5, Indigenous Round in Rounds 7 and 8, plus a Pride Round celebrating diversity and inclusion in Round 10.

Fox Footy's call team AFLW All-Australian defender **Ruby Schleicher**, while Western Bulldogs star **Ellie Blackburn** is ready to dominate both on the field and in the commentary box.

Fox Footy AFLW Call team: **Ruby Schleicher, Ellie Blackburn, Hannah Priest, Sarah Hosking, Meg McDonald, Alicia Eva, Amanda Farrugia, Kara Antonio, Ben Dixon, Will Schofield, Andrew Krakouer, Tom Rockliff.**

Callers: **Kelli Underwood, Adam Papalia, Jess Webster, Ben Waterworth, Jack Heverin.**

See also: [Gravity Media partners with JAM TV to produce AFLW season for Fox Sports and Kayo](#)

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