

HALL OF FAME

JOHN STEEDMAN

GroupM

GroupM Australia's commander-in-chief, John Steedman, has been in the advertising business for more than 40 years, having first joined McCann Erickson in 1971 as a dispatch boy and later moving into the media department. In 1973 he transferred to Adelaide as media manager, where he worked on the prized Coca-Cola business.

Three years later John joined JWT as media group head on the Kellogg's business and was promoted to media manager. In 1981 he took a six-month sabbatical away from the industry and toured the USA and Europe. Later that year he rejoined JWT as media director of the agency's Melbourne operation, and in 1989 he was appointed national media director and relocated to Sydney.

John's rise at the WPP agency continued. In 1994 he was appointed JWT's regional media director and then, as media buying and planning shifted away from inside creative agencies, he was appointed chief executive of Mindshare Asia Pacific in 1997.

John relocated to Hong Kong and was instrumental in the expansion of the Mindshare brand across the region, helping to set up 17 Mindshare offices in 12 different markets. In 2005 he was promoted to the position of chairman and chief executive of GroupM Asia Pacific, the largest media investment management group in the region. After a brief break from the media business in 2009, John is now based in Sydney as the head of GroupM's Australian operation. John has led the resurgence of the group's business over the past few years and this year he was named by *AdNews* as the second most powerful person in Australia's advertising, media and marketing industry. Veteran ad man and industry leader, known widely just by the nickname 'Steady', he has two children, Dylan and Jess.



JUDGES

Melanie Andrews MediaCom
Meredith Ansoul MEC
John Banks News
Mat Baxter UM
Helen Black UM
Paulette Bordignon MB3
Daniel Bradley UM
Nicole Bradleys Virgin Mobile
Michael Branagh Powered By Nine
Leanne Brinkley ZenithOptimedia
Sam Buchanan News Australia Sales
Kristen Budd Ignite Media Brands
Stefan Burford UM
Kurt Burnette Seven West Media
Paul Butler Val Morgan
Rachael Butler Vodafone
Chris Caley Starcom MediaVest Group
Christine Campbell Youth Of The Streets
Stella Carnegie OMD
Stu Carr Starcom MediaVest Group
Tania Caruso MEC
Rochelle Cass Slingshot Media
Ciaran Challis ZenithOptimedia
Richard Chataway UM
Chris Christofi Bohemia Group
Esther Clerehan Clerehan
Malcom Connor UM
Michael Cook Suncorp
Martin Cowie OMD
Andrew Cox Meat & Livestock Australia
Mark Coad PHD
Ian Czencz Match
David Dalgarno Starcom MediaVest Group
Simone Dalla Riva Pacific Magazines
Rebecca Darley Ikea
Laura Davey Starcom MediaVest Group
Nicola Davey PHD
Brett Dawson Bohemia Group
Caroline Doran Paykel Media
Ross Dougall Ikon Communications

Stephanie Douglas-Neal ZenithOptimedia
Paddy Dounce Mindshare
Ben Edmonds Ensemble
Ian Edwards MEC
Charmaine England Lion (National Foods)
Sharb Farjami Mindshare
Aimee Farrall Starcom MediaVest Group
Angela Feruglio PHD
Kerry Field Mindshare
Simon Flaxman Initiative
Paula Fletcher RED
Katherine Fraser UM
Angela Garcia Starcom MediaVest Group
Sunita Gloster AANA
Lisa Glover RED
Debbie Govic Mindshare
Matt Gower ZenithOptimedia
Simon Grace UM
Greg Graham GroupM
Chris Greenwood News Australia Sales
James Gregory Mi9
John Grono Gap Research
Michelle Guest RED
Kate Gunby OMD
Stewart Gurney PHD
Toby Hack PHD
David Haddad UM
Karen Halligan Slingshot Media
David Hearn UM
James Hier MEC
Rachel Higgins MediaCom
Jonathan Hopkins MCM Media
Gideon Horning OMD
Mary Huges DWA
Mitch Hunter Bohemia Group
Virginia Hyland Hyland Media
Daniel Isaac PHD
Fiona Johnston MediaCom
Naomi Johnston MediaCom
Ilona Jonashvili Mindshare
Gareth Jones Multi Channel Network

Lachlan Jones Foundation
Lauren Joyce Ensemble
Daniel King MediaCom
Mark Krebs Powered By Nine
Andrew Lamb TMS
James Ledger MediaCom
Grant LeQueune MEC
Kim Lion UM
Andrew Livingston Initiative
Alicia Mack Virgin Mobile
Sophie Madden Media Federation of Australia
Sari Mattila ASB
Ilmira Maxutova OMD
Kylie McBride News Australia Sales
Barbara Messitt Initiative
Matt Mills OMD
Margaret Minero UM
Elizabeth Minogue Multi Channel Network
Charmaine Moldrich OMA
Monia Montefusco TMS
Rob Moore Roadshow Films
Carol Morris UN LTD
Jo Moses RED
Barry Mowszowski OMD
Andrew Mudgway Initiative
Melissa Mullins UM
Tony Newby MEC
Louise Nicholls JCDecaux
Georgie Nichols OMD
Geoff Noonan APN Outdoor
Lisa Overall Slingshot Media
Robin Parkes MPA
Ian Perrin ZenithOptimedia
James Perry Corilla Nation
Monique Perry Nielsen
Katie Rigg-Smith Mindshare
Jodie Rochetich NAB
Annabelle Rogers OMD
Nikki Rooke Seven Network
Kelly Rose Vodafone
Adam Ross Mindshare

James Rowlings APN Outdoor
Brooke Rudzis News Australia Sales
Simon Rutherford Slingshot Media
Anathea Ruys Mindshare
Jeremy Sankey MediaCom
Damon Scarr Yahoo!7
Brinja Schirmacher Starcom MediaVest Group
Caitlin Schuch Starcom MediaVest Group
Jessica Scott RED
Dean Shell Kruse Media
Paul Sigaloff Fairfax Media
Steve Sinha OMD
John Sintras Starcom MediaVest Group
James Sneddon MediaCom
Amy Stafford Media Federation of Australia
Chris Stephenson PHD
Debbie Stevens Universal McCann
Joanna Stevens Kramer Microsoft
Gabby Stewart ZenithOptimedia
Maria Stiller Mindshare
Hamish Strahorn Starcom MediaVest Group
Henry Tajer UM
Michele Teague Metcash Food & Grocery
Sam Turley Mindshare
Rebecca Twist MEC
Sharon Van Geelen Mindshare
Chris Vance Starcom MediaVest Group
Linda Varney SBS Media
Essie Wake JCDecaux
Simon Wake IPSOS
Helen Walker OMD
Caleb Watson Starcom MediaVest Group
Katy Websdell MediaCom
Patrick Whinnall Starcom MediaVest Group
Sandra Wiles TMS
Taylor Wolf MB3
Janine Wood APN Outdoor
Heath Wooster Starcom MediaVest Group
Chelsea Wymer Fairfax Media