

2016 MAGAZINE MEDIA AWARDS JUDGING PANEL

Alistair Jamison
Chief Executive, Starcom

Andrew Reinholds
Managing Partner, OMD NZ



Arch MacDonnell
Founder, Creative Director,
Inhouse Design

Arch MacDonnell B.Des FDINZ. Arch MacDonnell is a founder and the creative director of Inhouse, an award-winning Auckland-based

design studio established in 1995. A graduate of Swinburne University (Melbourne), his work spans both the corporate and arts sectors with a particular interest in long form publishing. He has collaborated with many of New Zealand's leading contemporary artists, curators and galleries to create a body of work that is as diverse as it is consistent – at its core is the same attention to detail and craftsmanship. Arch has been recognised both locally and internationally for his work. He has won numerous gold pins in New Zealand's Best awards, been shortlisted at D&AD and recently had wine labels featured in an exhibition at the San Francisco MoMA, How Wine Became Modern. Arch is a Fellow of the Designers Institute of New Zealand and has been a board member of the Institute for two terms representing the graphics sector. He has judged at the Cannes Lions in 2014 and also at New Zealand's premiere design showcase, the BEST awards in 2002 and 2009.



Barry Williamson
Recruitment Consultant, 3rd Eye

Barry Williamson is a relative newcomer to the communications industry, having held senior media roles in both integrated

and media agencies for only 40-something years! Key roles have included National Media Director at Saatchi & Saatchi, GM Media at The Media Palace and most recently Media Director at MEC (now Y&R Media). Barry has had extensive media judging experience having been involved in the CAANZ Media Awards since their inception in the 90's and holding the Convenor's position for four

years. In addition he has been a regular judge at the Effies, Radio Awards and had the distinction of representing NZ at the Cannes Media Lions Jury in 2010. Barry remains associated with the industry; he is Chairperson of the Industry Research Group and works as a Recruitment Consultant at 3rdeye, specialising in media placements across media agencies and media owners.

Ben Fahy
Publisher & Editorial Director, Tangible Business Media



Brenda Ward
Editor, Juno Magazine

Brenda Ward is the editor of JUNO Investing magazine. Over a 20-year career in magazines she has also been the editor of Next, Your Home & Garden, New Idea, NZ

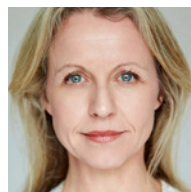
Management and Homestyle. She is a former MPA award-winner for relaunches of Next and Your Home & Garden and as Editor of the Year (Home & Food).



Brendon Hill
Publisher, Bauer Media

Brendon is responsible for a portfolio of 13 leading magazine brands covering a diverse range of genres from Homes & Food to Women's Interest, Health, Fashion,

Current Affairs and Custom Publishing. He strives for continuous improvement of the magazine's editorial offering and increasing consumer interactions with the brands across multiple platforms.



Britt Lange
Photographic Services Manager, Bauer Media

Catherine Smith
Editor, Houzz.com

Catherine Smith is former editor of the New Zealand Herald's Weekend Life magazine and Herald columnist. She was editor and deputy editor for Simply You Living and Simply You,

and a contributor to numerous lifestyle and business magazines in New Zealand. She is currently a New Zealand editor for Houzz.com.



Carin Hercock
Executive Director Consumer Insights, Nielsen

Carin leads the Consumer Insights division for Nielsen New Zealand and is responsible for driving Nielsen's consumer research work spanning

multiple methodologies and techniques. As a strategic marketer, she brings a wealth of experience through a unique combination of analytical, insights and leadership skills developed across a broad range of leading media and FMCG organisations, including ten years with APN (now NZME), Cerebos Greggs and Tip Top. Her breadth of experience is invaluable when it comes to developing business strategy underpinned by strong research design. During her time at Nielsen Carin has lead research projects with some of New Zealand's leading organisations across a broad range of industries including social sector, FMCG, retail, finance, media, property and telco.



Dave Atkins,
Managing Director, ICG Agencies

Dave has been with ICG since 1996, assisting his father Syd and the other founders build the business in its early days. He has been Managing Director since 2003 and led the company's

diversification into the integrated communications business it is today, covering media, agency and production across every conceivable platform.



David Penny
Northern Region General Manager, Fairfax Media

David Penny began his career at Fairfax Media in 1990 at the North Shore Times as a sales consultant.

Three years later, he became the

Manager of the Central Leader and Auckland City Harbour News. In 1996, he took over as Manager at the North Shore Times and then in 1999 he was appointed General Manager of Central Community Newspapers in Wellington where he lead the production of seven community publications. With the creation of Fairfax Media Central Region, David worked closely with the team at the Dominion Post to deliver improved performance across daily and community publications in the region, particularly in cross-publication advertising

sales. In 2007, David returned to Suburban Newspapers Auckland as General Manager, securing his place in the Fairfax Media New Zealand Executive Management Team. Today, David is responsible for leading Fairfax business across the Northern region of New Zealand, overseeing Fairfax Sunday Newspapers, Suburban Newspapers Auckland, Waikato Times, Waikato Regional Community Newspapers, NZ Rural Press and Fairfax Magazines including Cuisine, TV Guide, House and Garden, Gardener. He's also on the Board of the Magazine Publishers Association NZ. Outside of work his three young children keep him busy.

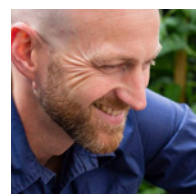
Derek Lindsay
Managing Director, Insight Media



Glenn Baker
Editor NZBusiness and Exporter, Adrenalin Publishing

Glenn Baker is currently editor of NZBusiness magazine and Exporter magazine, and compiles the annual New Zealand Export & Trade

Handbook. Apart from six years spent in business ownership, he has been a writer since leaving high school, and has worked in the radio, television and magazine publishing industries.



Greg Roughan
Managing Editor, Castleford Content Marketing

Greg is a journalist and editor with a broad background in publishing both here and in the UK. Currently the managing editor at Castleford

Content Marketing, he was the launch editor for Green Ideas magazine, edited the About Town section of the Sunday Star-Times, and has written for a wide variety of publications, including North & South, Metro, Little Treasures, and various newspapers. He lives in Auckland.



Hayley Botes
Head of Media Collective, Bauer Media

Hayley has over 18 years' experience as a Marketing professional in New Zealand and further afield in Toronto, London and most recently Melbourne.

Starting out as a Radio Producer in Wellington for several years, Hayley then took off for International waters and found herself in the thick of the Film world whilst on her OE London. Working initially for Miramax

Films in both International Distribution and Production and Acquisitions, she moved with the Weinstein Brothers to their mini-major The Weinstein Company where she held the position of International Publicist and UK Assistant to Harvey Weinstein for several years.



Hayley McLarin
Senior Account Director, Goode PR
Hayley McLarin has a strong journalism and publishing pedigree – having worked for major media outlets both in New Zealand and the UK. Herself an award-winner, Hayley was an editor-

in-chief of a portfolio of national magazines whilst also editing the weekly title New Idea. Prior to that she was a writer for Woman's Day and national newspapers including the Daily Mirror in London and the Sunday Star Times in New Zealand.



James Frankham
Publisher, Kowhai Media
With a decade's international experience in film, television and online media, James Frankham joined New Zealand Geographic as editor, and later bought the masthead. Today

he runs Kowhai Media, an independent publisher of premium titles including New Zealand Geographic, Pro Photographer and Mana magazines, a host of apps, and ancillary products for the library and education sector.

Jenni Anyan
Netlink, Bauer Media

Jennie Parker
Design Park



John Baker
CEO, Director - Content Marketing Tangible Media

With over two decades of publishing and media experience, John has launched and led a number of magazine media brands, picking up

many industry awards along the way. John believes that captivation is created through relentless commitment to engagement, originality and relevance. Tangible Media, a subsidiary of ICG, is a market leader in creating, publishing and commercialising specialist media content across all platforms for its own brands as well as the owned media brands of its growing portfolio of clients. John has been an MPA Board member since 2004 including a two years as Chairman from 2012 to 2014.

Julie Eley
Editor, TV Guide, Fairfax Media



Juliette Wanty
Art Director, homestyle Magazine

Juliette Wanty is the art director at homestyle magazine. With skills in both graphic design and styling, Juliette is passionate about producing magazine content from concept to completion.

With experience working for an array of local titles she has overseen various editorial and commercial projects.

Karen Prendergast
Unlimited Potential Real Estate

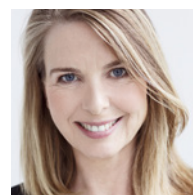


Kate Coughlan, Publisher, Lifestyle Magazine Group

Kate Coughlan has edited several lifestyle and travel magazines including NZ Life & Leisure (since launch). NZ House & Garden (1998-2005 and 2009-20011), the Insider's Guide (since

launch) and onHoliday (2001-2005) as well as editing Cuisine (2003), and been editor-in-chief of Grace and Sunday magazines. She has also lead the INL Magazines and Fairfax Magazines teams as Editorial Director (1999-2003 and 2009-2015) and recently established her own publishing company, Lifestyle Magazine Group to purchase NZ Life & Leisure and NZ Lifestyle Block magazines.

Kate Terry, Strategist, Facilitator, analyst and researcher, Marteletti Consulting



Kath Webster
Editor, AA Directions

Kathryn Webster is editor of AA Directions, a position she has held for 11 years; prior to that, she was Deputy editor for the same title. Before joining the AA, Kath edited Art News

for Matrix Publishing.



Kaylene Hurley
Group Sales Director, Bauer Media

Career spans 20 years in the New Zealand media market - having worked in some of New Zealand's largest publishing and television companies. Bauer, ACP, APN, TVNZ, Singleton Ogilvy & Mather.

Recognized success in a range of sales and marketing roles from trade, new business development & product launches to furthering growth of established brands.



Kirsten Leng
Director, Infinitus Professional Development

Kirsten is the founder and Director of Infinitus Professional Development, a business that prides itself in delivering business results for their clients, and

in assisting people and organisations reach their full potential. She has had over 25 years' experience in sales, sales management and business consultancy throughout AUS/NZ, and has consulted to the media and magazine industry for the last 16 years. Kirsten lives and breathes sales on a daily basis and thrives on inspiring and igniting passion, drive and success within all the sales teams she works with. One of her specialities is assisting in increasing both the capability and capacity of Sales people and Sales Leaders. A key passion of hers is assisting sales staff in developing and delivering captivating and on point sales pitches which engage their audiences and motivates them to take action.



LauraGrace McFarland
Account Director – Content Marketing, Tangible Media

LauraGrace McFarland is the Account Director for Tangible Media's Content Marketing division. This team largely focus on the project management of

owned media projects and delivery of native advertising campaigns, offering a range of capability across content strategy, commercial modelling, design and distribution across every conceivable platform. She has worked in this area for over ten years, the last seven for Tangible, having delivered projects for many of New Zealand's most successful businesses.



Lisa Byrnes Whiting
Director, Charisma Social

Lisa has spent the last two decades working in marketing communications fields in the content marketing space, in media and digital. Born in Dublin,

Ireland, she has lived, worked and been educated in France, Spain, USA and UK. She immigrated to New Zealand in 2002, where she started work as Business Development Manager for ACP Magazines. During her time with ACP, Lisa was directly involved in bringing to life numerous new business initiatives and worked with teams across several business divisions, primarily market insights, editorial and advertising sales. In 2005, Lisa launched Charisma Consultants, which focused on delivering marketing communications solutions to small NZ businesses. At the dawn of the social era, in 2005, she

created and launched www.lovewine.com, a social network created for women who love wine, which was then sold to UK company Crate Enterprises. In late 2014, Charisma Consultants was re launched as Charisma Social, dedicated to delivering better digital communication for women. As Strategy Director, Lisa works with her clients to create and execute digitally compelling content and social marketing initiatives across multiple platforms.

Lisa Hegh
Environmental and Marketing Manager, BJ Ball

Liz Badenhorst
Distribution Manager, Fairfax Media

Liz been managing retail sales at Fairfax Magazines for the past 10 years.



Louise Thomson, Creative Director, Next, Bauer Media

Louise Thomson is an award winning creative director with more than 25 years' experience in the magazine industry in the UK and New Zealand.

She has worked on both weekly

and monthly titles as well as custom publishing and specialised genres such as food. Louise is currently the Creative Director of NEXT, Good Health Choices and more recently, Food magazine.

Lynda Hallinan Hinton
Editor, NZ Gardener

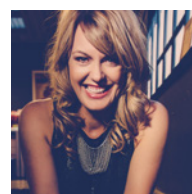
I am editor-at-large of NZ Gardener magazine, a weekly columnist for the Sunday Star-Times, a gardening broadcaster, TV presenter, speaker and workshop host.



Marcus Hawkins-Adams
Head of Strategy, ICG Agencies

Over his career, Marcus has worked at publishers and agencies. He was head of interactive media development at global publisher Dorling Kindersley developing many digital titles that gained worldwide

awards and commercial success. In the agency world he has developed content and communications strategies for many organisations including ANZ, Energy Australia, Green Cross Health, Adidas, P&G, The University of Auckland and SKY Europe.



Megan Clark, Founder and Managing Editor, Copper Brand Experiences

Megan is a pioneer in the New Zealand Brand Experience and Activation

industry, launching New Zealand's first specialist experiential marketing agency, Copper, in 2004. She has earned respect over the last decade for being a passionate advocate and game changer in the industry with her agency's innovative, creative and integrated approach to experiential and brand activation solutions. Megan and Copper are seen as a driving force in New Zealand's surging brand experience and activation industry. As a CAANZ Executive Board member, the current Chairman of the Communications Agencies Association of New Zealand's PR, Experiential and Events Committee, and former Chair of the Experiential Marketing Association of NZ, Megan's passion and leadership in the development of the experiential industry is held in high regard. Megan has been invited to judge at many local and international awards shows and 2014 saw her invited to be the New Zealand representing juror at both the 2014 Cannes Lions Promo & Activation jury and the 2014 Spikes Asia Promo, Activation & Direct juries. In 2015 she was invited onto an international steering committee to contribute to the improvement and development of the Cannes Lions Promo & Activation category awards process, one of only five people from the global industry.

Michael Fuyala
Head of Digital, Bauer Media

Michael joined Bauer Media in January 2015 to lead the fast growing digital business and team. With formal qualifications in business and digital marketing Michael's management experience spans both client side and media side. Most recently Michael spent three years as Digital Publisher delivering strong audience and revenue growth across digital lifestyle products at NZME.



Michelle Cook
Strategic Account Manager – Publishing, NZ Post

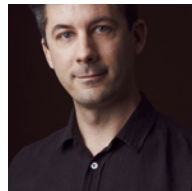
Michelle has held a range of senior Sales positions within a variety of sectors including FMCG, Print, Logistics and Information Technology. As a Strategic Account Manager for New Zealand Post, she oversees the key relationships of a diverse range of activities and businesses - predominantly within the Publishing Industry; providing relevant solutions aimed to assist in meeting their strategic objectives.



Mike Hutcheson
Director, ICG Agencies

A masterful storyteller and creative advertising legend. "Hutch" has the ability to grasp the essence of a brand

or business and adds a formidable understanding of creativity and marketing to the ICG board. Mike recognises that even as mediums change and markets fragment, success always starts with a great story.



Mike Watson
Art Director, Taste, Bauer Media

Mike Watson is the art director at Taste magazine. Previous to his current role Mike has worked as a designer at many titles, predominately Metro and North & South.



Miriyana Alexander
Editor, Herald on Sunday and Weekend Herald

Miriyana Alexander is the Weekend Editor at the New Zealand Herald. The two newspapers she edits, the Weekend Herald and the Herald on Sunday, defied global trends to increase readership in the latest Nielsen survey. The Herald on Sunday this year became New Zealand's most-read Sunday newspaper.



Naashon Zalk, Director/ Cinematographer, MWC Media

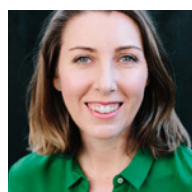
Naashon Zalk is an accomplished directing cinematographer and photographer with over 20 years experience. He's worked in over 40 countries for many international broadcasters, NGO's and corporates. In 2015 he was selected as a 2015 International Emmy Awards judge. He is also the founder of SmartPhoneFilmSchool.

Natasha Stitchbury
Sponsorship and Events manager, CAANZ



Nicholas Burrowes
General Manager, The Pluto Group

Nicholas Burrowes is GM of The Pluto Group, and has led the growth of their key title of homestyle at retail and commercially. Nicholas also sits on the board of the MPA, and is an ardent magazine follower of both domestic and international titles – in print and online.



Niki Bezzant
Editor, Healthy Life Media

Niki Bezzant is a food and nutrition writer, columnist, media commentator and speaker. She is the Editor-in-chief

of Healthy Food Guide magazine. She is the author of two cookbooks, a weekly columnist for the Herald on Sunday, a regular blogger and frequent contributor to TV and radio. Niki is a member of the Council of Directors for the True Health Initiative; an international group devoted to disseminating and applying what we know for sure about health promotion and disease prevention.

Nikki Mandow
Good Content



Pamela Stirling
Editor, The Listener, Bauer Media

Pamela Stirling has been the Listener's editor since 2004, during which time the magazine has experienced unprecedented success, including winning the supreme award at the

Magazine Publishers Association Awards and the Qantas Media Award for Best News-stand Magazine several times. Born in Apia, Western Samoa, and educated in New Zealand, Pamela worked briefly for the Department of Trade and Industry using the economics in her degree, but the focus of her career has been on journalism. She has won numerous awards for writing, including Qantas Magazine Writer of the Year, the Oxford University Press Award, Media Peace Prize and the Electricorp Scholarship Award, which enabled her to do research at Stanford University. She was awarded the Wolfson Fellowship to Cambridge University at the 2010 Qantas Media Awards.



Paul Gardiner
Commercial Director, Bauer Media

Paul's career started in the Agency sector, over the past 18 years Paul has held senior media sales roles with Haymarket Publishing in the UK, Fairfax, APN and Time Inc South

Pacific. He joined Bauer in 2007 and was appointed the Commercial Director in 2011. Paul is responsible for the advertising revenue across Bauer's consumer portfolio as well as working with the team on large projects.

Phil Walter
Photographer, Getty Images

Phil has been a news and sport photographer for 20 years, beginning at Fotopress in the mid 90's. Phil also worked for two years in London and then with Getty Images upon returning to New Zealand. In that time he has covered four summer Olympics, Football, Rugby and Cricket World Cups, Tennis Grand Slams, Commonwealth Games, Royal Tours, natural disasters in

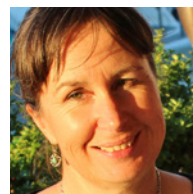
the Asia/Pacific Region and two Fiji coups.



Pip Mehrtens, General Manager, Healthy Life Media

Pip Mehrtens is General Manager at Healthy Life Media, whose company mission is to help people live a healthier life and have a more sustainable future.

Pip has a strong commercial bent, and is always looking for opportunities to develop new revenue streams while maintaining the company's ethical, credible positioning in the market. Pip has been with HLM since inception and over the years has been heavily involved in the transitioning of the print brands into the digital space and developing and launching new brands. In her personal life, she spends as much time as she can with her family, loves to cook and entertain – with healthy food of course – and is passionate about leaving our planet in a fit state for future generations. She mentors a young lady through the YWCA Future Leaders programme, is a Marine Mammal Medic and joins in on beach clean-ups, river clean-ups and tree plantings whenever she can.

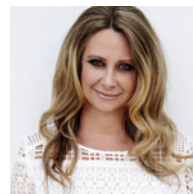


Rebecca Hayter
Freelancer, Writing Works Ltd

Rebecca Hayter was editor of Boating New Zealand magazine for more than 12 years and has won MPA's Editor of the Year twice, including Supreme Overall Winner in 2006. A versatile

writer, she has won Journalist of the Year four times across three categories and is author of three books.

Sarah Heeringa
Consulting Editor, Good Magazine



Sarah Henry, Editor in Chief, Next/Good Health Choices, Bauer Media

Sarah Henry is an award-winning journalist with almost 20 years' experience in magazines including more than 10 years editing both weekly and monthly titles.

She is currently the editor-in-chief of NEXT, Good Health Choices and Food magazine as well as Bauer's editorial director of custom/content marketing.



Sarah Nicholson
Ex Editor, Cuisine

Award-winning editor Sarah Nicholson has headed up a number of high-profile Australasian food magazines, including delicious., Vogue Entertaining + Travel and, most recently, Cuisine.



Scott Copeland
Designer, Marketplace Media

Scott is a creative director who has been in the design industry for 14 years, 12 of which have been in the magazine industry. Scott's career has spanned everything from branding, packaging, magazines, point of sale, web and now mobile design. As a multiple MPA winner, he really enjoys participating in the judging process.

Sean McCready
Managing Partner, MBM

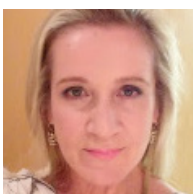
Shelley Wheeler, Senior Client Relationship Manager, Gordon & Gotch

Sido Kitchen
Editor, Bauer Media



Simon Little
Director, Marketplace Media

Simon Little is Director of Marketplace Media, one of New Zealand's most successful specialist B2B publishers. The aim of the company is to develop communication within the industries it serves through three highly successful magazine titles – NZ Hardware Journal, Wares and NZ Outdoor Power Equipment. It also owns and manages two annual industry award programmes – the Wares Awards and Hardware Awards – each of which attracts 450+ industry guests and around which the industries' calendars revolve. Through family connections, and for the last seven years as owner, Simon has been closely involved with these titles for almost 20 years.



Susana Leitao
Custom Solutions Director, Fairfax Media

As Custom Solutions Director for Fairfax Media, Susana has been the commercial lead for customised communications solutions, commercial content & integration for Fairfax Media for the past two years. Susana brings a wealth of media publisher experience across magazines, print and digital to this role. This experience has been developed from senior commercial roles with both Fairfax Media and APN (now NZME), and in the NZ and UK markets. Recent roles with Fairfax Media have included Strategic National Partnerships Manager (responsible for the development of strategic customised opportunities for clients) and

Acting Sales Director. Susana was Sales Director for NZ Magazines for 10 years.



Tanya Walshe
Publisher, Bauer Media

Tanya has 25 years' experience in media working across marketing, strategy and insights. She is the Publisher for Woman's Day, New Zealand Woman's Weekly, Fashion Quarterly, Simply You Style and Simply You Living. Adding to her publishing remit are insights responsibilities. Tanya and her team provide deep consumer understanding and actionable media insights across the Bauer portfolio.



Terry Williams King
Group Sales & Marketing Manager - Trader NZ, Bauer Media

Terry has worked at Bauer Media for just over ten years, having worked across print, digital, radio and television media for 15 years. Appearing in various television and radio shows, managing a number of strong media brands, launching new products and creating specialised content for a number of industries across New Zealand.



Tony Edwards
Group General Manager, Network Services Manager



Victoria Beckett, Account Manager, Solution Dynamics

Victoria has extensive experience in the customer service, sales and marketing and communication services. After graduating from Auckland University with a Bachelor of Commerce she started her career in retail including management roles in large format retailers. She then moved onto account management roles with companies such as Deltarg and Reachmedia which offered multi-channel communication solutions with a focus on unaddressed mail. She progressed quickly through the ranks ending up as Account Director responsible for unaddressed mail strategy for some of New Zealand's leading and largest retail companies. Having joined Solution Dynamics a Technology Solutions Company and also one of New Zealand's largest mail houses in 2012, Victoria works

with key members of the publishing industry to provide end to end lifecycle subscription services and marketing production.



Victoria Wells
**Freelance writer/subeditor/
editor/proofreader**
Foxcroft & Co

Victoria Wells is a journalist and editor with 19 years of experience in magazines, online and radio. She worked on Dish magazine for ten years, seven of those as Editor, and prior to that edited a range of contract magazines, ran TVNZ's online portal for food, wine and fashion, and spent several years as a radio reporter and sub in Newstalk ZB's Auckland newsroom. Victoria established her own writing business in 2014 and is a regular feature contributor and subeditor for a range of magazines.

Homes & Living, WA Looks and Esquire, fell in love with the country and never left. She loves showing New Zealand to New Zealanders like they've never seen it before. Since then she's worked on Cleo, Woman's Day, NZ House & Garden, onHoliday and currently NZ Life & Leisure. She's been recognised four times as MPA Designer of the Year (2006, 2010, 2011 and 2015). For pleasure, she explores the countryside with her horse 'Surf' continuing to be inspired by the landscape and people of New Zealand.



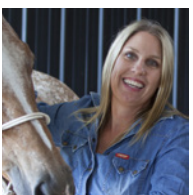
Vincent Heeringa
Director of Content
Narrative – ICG Agencies

An award-winning business journalist and publisher, Vincent's greatest talent lies in creating, fostering and implementing great ideas. He co-founded Unlimited, Idealog and Good, was instrumental in the re-launch of NZ Marketing & StopPress. A talented specialist in the ever-evolving world of publishing, Vincent believes not only in giving people what they want – but in leading them to places they didn't quite know existed.



Virginia Larson
Editor – North & South, Bauer Media

Virginia Larson is editor of North & South magazine. She has a long history with the magazine, having also held the positions of deputy editor and staff writer. Prior to joining North & South, Virginia spent five years in Los Angeles, where she was West Coast correspondent for the London Daily Mail and an occasional reporter for Australian radio stations. She began her career in magazines, as a staff writer for the New Zealand Woman's Weekly.



Yolanta Woldendorp
Art Director, Lifestyle Magazine Group

Yolanta Woldendorp has specialised in magazines as art director for 31 years. She came to NZ in 1990 from Australia where she'd been overseeing