

Dee Madigan

Campaign Strategist and Creative Professional

Dee grew tired of selling people things they didn't need, which led her to establish Campaign Edge in 2014, focusing primarily on the progressive space.

She is an award-winning creative professional who has worked with some of Australia's largest brands across various categories, including FMCG, banking and finance, health, and education. Additionally, she collaborates with a range of unions and has served as the Creative Director for the Labor Party during 24 election campaigns, including the 2015, 2017, and 2020 Queensland campaigns, as well as the 2022 federal election and the upcoming 2025 federal election.



Recognized as one of Australia's leading campaign strategists, she effectively uses creativity as a tool to persuade audiences.

She is a panellist on the television program Gruen (ABC TV) and frequently appears on Sunrise (Channel 7), the Today Show (Channel 9), and The Project (Channel 10). Furthermore, she is the author of **The Hard Sell** and a contributing author for several works, including **Mothermorphosis**, **Perspectives on Change**, and **Unbreakable**.

She serves on the boards of Per Capita and Australians for Mental Health.

Dee Madigan Talks About

- Polarisation – Is the world getting angrier, or did someone just skip their coffee? And what can we actually do about it?
- Creativity – Why creativity matters, even if your job isn't finger-painting
- Resilience – How to bounce back emotionally and in your career, like a pro-level life trampoline
- Branding – Because even if no one sees you, you still need to look good
- Small business advertising – Stop shouting into the void. Here's how to actually get noticed
- Social media advertising – thanks to the internet, there are more places than ever that people can ignore you, so how can you make them pay attention?

- How to improve your organisation or industry's branding?
- Communicating in a Crisis - The world's a mess, but your communication doesn't have to be
- Master the media- and make some noise
- How to campaign more effectively
- How to talk to government - Speak government's language and get what you came for
- For women: Real talk, real advice, and a dash of my own story

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