

# **Deborah Hutton**

# Australian Media Personality

Deborah Hutton is a treasured, prominent and muchloved Australian media personality. With an impressive career spanning over four decades, Deborah began her career at the age of 16 when she first appeared on the cover of Australian Cosmopolitan magazine. Capturing the hearts of the nation, Deborah went on to flourish in



an exceptionally decorated media career that saw her become the ambassador for brands like Myer, Qantas, Holden and the face of L'Oreal's Olay Regenerist range.

A trusted, respected and relatable voice in the Australian media landscape, Deborah has hosted multiple lifestyle programs for the Nine Network and Foxtel, along with being the editor for over a decade at Australia's number one selling magazine, The Australian Women's Weekly. Deborah's multifaceted and exceptional career has also seen her launch her own range of homewares, Home with Deborah Hutton as well as authoring two cookbooks.

More than a household name with an honourable career, the mass appeal and magnetism of Deborah has always been her relatability, down to earth nature and the way in which she resonates with her audience. As such, after surviving significant facial skin cancer in 2010, and subsequently her second in 2020, Deborah's advocacy, determination and commitment to skin cancer awareness and education on a national scale saw her align with life-saving national campaigns and initiatives.

Passionately promoting that prevention is always the better option, Deborah launched her own stylish collection of UPF50+ sun protective hats in 2021; Canopy Bay by Deborah Hutton. The hugely popular brand exists to not only help others learn the severe dangers of the suns UV rays, but provide a solution for maximised protection. Canopy Bay by Deborah Hutton is a renowned fashion and lifestyle brand in Australia that is stocked in leading boutiques and department stores across the country.

# **Testimonials**

On any program she hosts or takes part in, Deborah's natural warmth leaps through the screen, while her ability to establish an instant and genuine rapport with guests and fellow presenters is incomparable. Deborah's enduring popularity can be put down to the fact that she is smart and highly selective about the projects she takes on, but once she commits, you could not ask a more dedicated or involved host.

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#### - Nine Network Australia

<sup>11</sup> Deborah is recognised nationally for her style, beauty and class, whilst at the same time being someone Australian's love to identify with. She is genuine when communicating with her audience and approachable if ever imposed upon to get to know them better.

#### - Lendlease

<sup>44</sup> For the last decade Deborah has been the face of Welcome Aboard, our inflight program bringing the latest Qantas, travel and lifestyle news to over 2 million passengers every month. Deborah has also been involved with many of our launches and announcements throughout the years and is an instrumental part of the team, with a unique ability to adapt to whatever requirements the event or shoot may involve. Importantly, Deborah is well-liked by our diverse audience and brings a great mix of both warmth and professionalism to the role. She is an ideal fit for Qantas and our Q Entertainment brand.

## - Qantas Airways

<sup>11</sup> Deborah's warmth and intelligence personify the modern Australian woman. Her charm, confidence and down to earth appeal are the perfect fit with the values of Olay Regenerist. In her role as Brand Ambassador she has enabled Australian women to identify with and relate to the Regenerist brand. Her personal use of, and belief in, the products ensure passionate personal testimonials that drive credibility & consumer trial.

## - Procter & Gamble Australia

<sup>11</sup> Deborah Hutton has been utilised as a brand ambassador for Holden for many years. Her style, her poise and her ability to connect and engage with consumers, and indeed people from all levels of an organisation, mean we have extensively used Deborah's services – from television and print advertising, internet presentations and promotional videos through to hosting events. In every instance, feedback has been absolutely tremendous given Deborah has the uncanny ability to make everyone she approaches feel special – a unique and highly attractive ability.

## - Holden

<sup>11</sup> During my time as Editor-in-Chief of The Australian Women's Weekly, Deborah Hutton was an integral part of the AWW team. Starting as Fashion Director and moving on to cover Home Design, Deborah was also the face of The Weekly's TV commercials and host of our prime time Christmas specials from 1990-2008. Deborah's warmth, coupled with her professionalism, make her a popular presenter with both our readers and also the staff of Australia's biggest selling and most iconic magazine. As a women who is intelligent, approachable and attractive, Deborah has heled us to reposition the magazine to a younger demographic for our 1.5 million readers over the age of 30. Deborah is without doubt one of the most admired women in

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- The Australian's Women's Weekly

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