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Jeremy Press.

The working life

Began working in advertising agencies in Toronto, Canada. Returned to Australia as a senior copywriter (GMH, Foster's, Cadbury) at George Patterson, moved to award-dominating Mullins Clarke & Ralph (now Saatchi & Saatchi) (Razzamatazz, BHP, Lipton), left to start a creative consultancy with Art Director Tony Fry (working for ad agencies large and small), lured back into agency world by Kevin Luscombe, Kevin Dutton and Robin Stewart to start the agency which became Luscombe & Partners (Florsheim, Berri Wines, Commercial Union), escaped to work with Art Director/Designer Bruce Weatherhead (Merchant Builders, Australia Post, Gas & Fuel), back inside for two years as Creative Director with a brief to re-build the creative department of DDB (Telstra, Cadbury, Heinz), left to nurse big-agency wounds and joined Film Director Trevor Ling and actor, satirist and television person Max Gillies in making training videos (and joined the cast of writers working on the ABC's *Gillies & Co*).

Now

Freelance portfolio includes marketing communications consulting, advertising concepts and copywriting, web design (architecture, not coding), video, DVD and interactive scriptwriting for a small number of ad agencies, production houses, museums and visitor centres; plus pro bono work and theatre ambitions. Links to some of my Web work are at: alphabetchef.com

Adland

Can point to a body of advertising work which has had success in fields as diverse as pantyhose and packaged foods, fashion and road safety, ethical pharmaceuticals and conservation, financial services and green politics. Considerable experience (both wildly successful and painfully educational) in new product launches (innumerable cars, financial products, FMCG ...).

Video, DVD

Scriptwriting for corporate and educational film and video since early 80's (a video offering prisoners some skills they would need to avoid being tempted back into the arms of Her Maj, for Prisoner TV and Film Victoria), the Max Gillies series of training videos distributed worldwide by John Cleese's distributors and countless others on everything from quitting smoking to feeding pigs.

Museums, Visitor Centres

Walzing Matilda Centre, Winton Queensland (script for a video in which the swaggie tells the song's story from beneath the water of that billabong); Flagstaff Hill Maritime Museum, Warrnambool (the museum's underlying concept, which is to put all narration and signage into the words of Victorian-era migrants who travelled through Bass Strait and the early settlers of Warrnambool, plus writing everything from the entrance gallery to a whole-village sound and light show); Melbourne Museum (the Evolution Gallery, including *Darwin to DNA*, *Dinosaurs in Time* and a history of the Universe in four minutes) (don't blink).

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Longevity

Started working with Frederick Davidson (then Davidson & Axmith, now Right and Associates) when he opened his first office in 1983. That grew to 10 offices in Australasia and Asia and a career change (for Frederick). I'm still working on projects for him today.

Pro Bono

Past: member of the Marketing Policy Committee of the Australian Conservation Foundation; consultant to the Australian Greens and Senator Bob Brown in election campaigns; much work for the Wilderness Society, the Australian Conservation Foundation, the East Gippsland Coalition, the Conservation Council of Victoria, the Green Independents in Tasmania and other green organisations since the time of the Franklin Dam; World Heritage campaigns for the Franklin, the Daintree and Kakadu.

Current: helping organise and maintaining the website for the third Bid for Freedom art auction (raising money to assist refugees); have designed and am maintaining the Actors for Refugees website; developing a training DVD for professionals working with refugees and asylum seekers for the Victorian Foundation for Survivors of Torture; helping with communications strategy and creative development for the Victorian National Parks Association biodiversity campaign; starting work on a revegetation and water security program to assist villagers in Tanzania.

Industry

In 1982 guided the resurrection of the Melbourne Art Directors' Club (now Melbourne Advertising and Design Club) and later twice served as its President. Conceived a method of management and sponsorship that enabled the Club to grow to a membership exceeding 550; conceived the MADC Mentor scheme of student assistance and the AWARD Network (the association of advertising creative organisations of Australia, New Zealand and Singapore); instituted awards for lifetime achievement and work in community service.

For six years a lecturer at the industry-run Copyschool. Presented a paper on language and design to the inaugural Asia-Pacific Design Conference. Past contributor to various professional journals and guest lecturer at the AFA School, Swinburne, Monash and RMIT.

Awards

Advertising awards and/or citations for work in print, radio and television from the Art Directors' Clubs of New York, Toronto and Melbourne, Caxton, Golden Stylus, AWARD, New York International Festivals.

Awards and/or citations for film and video productions; including the Television Society of Australia (Penguin Awards), Educare (educational video), ATOM (educational video), International Television Society (corporate video), U.S. Film & Video Awards (Silver Screen).