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Advertising Top Gun to speak at PGA Convention

Steve Harris, CEO and Chairman of Perth's largest advertising and communications agency, The Brand Agency is announced as a keynote speaker for this year's Pastoralists and Graziers Association's (PGA) 2019 Convention.

The PGA Convention is the premier annual conference for Western Australian primary producers and pastoralists, and will be held at The Botanicals, Crown Perth on Friday 2 August, 2019. The PGA will also, for the first time be hosting a Pastoral Forum on Thursday, 1 August, to address pastoral industry specific issues.

Steve is the Chief Executive Officer and Chairman of The Brand Agency, Perth's largest advertising and communications agency, with offices in Melbourne and Auckland. He joined the agency in 1997 and headed the business from 2002 until 2005 when he took over leadership of the entire business. Steve served as the fourth president of the Fremantle Dockers, from 2009 to 2016, and was a former director of the Chamber of Commerce and Industry WA. He is currently a director of Healthway WA, and a contributor to the West Australian newspaper.

A keen strategist, Steve has worked on multiple successful election and political biased campaigns, including the 2016 campaign against the introduction of the WA mining tax.

The Brand Agency is a full service agency with specialists in all areas of communications, including experts in advertising creative and design, PR and social media, strategy, media management, and brand activation. Its client list includes major national and international companies, government departments, small businesses, and not for profits.

PGA President Tony Seabrook said, "We are very fortunate to have such an outstanding business and advertising professional like Steve address our 2019 Convention. At a time when some in the farming community believe that the only way to protect our industry against future threats is by taxing farmers in order to collect a big pot of money to spend on feel good campaigns, it will be refreshing to hear from a leader in the advertising and communications arena over how best to create realistic and effective campaigns that will future proof our industry."

Registration for the 2019 PGA Convention and State Pastoral Forum is now open. To book your seat at the PGA Convention go to <https://www.trybooking.com/BEBZH> or for the PGA State Pastoral Forum go to <https://www.trybooking.com/BEBWU>

(ends) Issued by PGAWA.

For further comment please contact: PGA Head Office Ph 08 9212 6900

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