

SOPHIE MITCHELL

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A highly skilled communications professional and trained lawyer, with over 15 years' agency and in-house experience providing C-suite regulatory and corporate affairs advice and support. Experienced in strategic communications, corporate strategy and planning, government and stakeholder engagement, advocacy, regulatory and policy counsel, issues and crisis management, media relations and change and transformation communications.

A trusted, dependable and respected team leader, skilled at developing team members, promoting productive and work collaborative environments and delivering outcomes on time and to budget.

EXPERIENCE

2021 – PRESENT

CHIEF COMMUNICATIONS OFFICER, .AU DOMAIN ADMINISTRATION

The .au Domain Administration (auDA) is the administrator and self-regulatory policy body for Australia's domain name system (DNS). We work to unlock the benefits of the Internet for all Australians.

- Lead a team of 9 with responsibility for the corporate communications, media, marketing, policy, membership and stakeholder engagement functions, including:
 - preparing and communicating auDA's corporate strategy to internal and external stakeholders;
 - leading industry engagement and delivering policy advice and input on Internet Governance matters locally and globally;
 - growing and diversifying auDA's 4,500 membership base and building stronger membership engagement;
 - marketing .au domain names to the Australian and global Internet community;
 - positioning auDA and responding to media queries related to the DNS.
- Key achievements include delivery of a nation-wide marketing campaign for a new product launch to communicate the opportunity of .au for all Australians; successfully re-negotiating auDA's operating agreement with government and leading significant research project on Australians' use of the Internet.

2017 – 2020

ASSOCIATE PARTNER, SEC NEWGATE

With 100 staff in Australia and 700 staff worldwide, SEC Newgate is one of the world's Top 30 global communications agencies and Australia's premier strategic communications consultancy.

- Led the Melbourne Office of 15 staff, under the Melbourne Managing Partner with responsibility for maintaining and building relationships with clients and key stakeholders and new business development.
- Delivered corporate affairs and communications advice to public and private sector clients including BSA-The Software Alliance, Mondelēz International, Bayer, Officeworks, Bunnings, the Bureau of Meteorology, Australia Post and the Department of Home Affairs, included:
 - delivering government relations advice including positioning for regulatory and policy change;
 - development of compelling corporate narratives and strong message frameworks to ensure consistency of brand and messaging
 - preparing communications and positioning strategies to support objectives including strategic change, corporate restructures, organizational change and product launches;
 - developing stakeholder mapping and engagement plans;
 - preparing proactive and reactive issues and crisis management plans;
 - drafting speeches, op eds, blog posts, interview briefs, press releases, influencing media cycle and responding to media enquiries.
- Key achievements included delivery of a communications and stakeholder engagement plan for the Bureau of Meteorology's new website, planning stakeholder engagement and supporting the launch of a new trade initiative for the Department of Home Affairs; delivery of transformation and cultural change

communications plans and materials for the Department of Environment, Land, Water and Planning (Vic); building internal team culture and leading the development of Newgate's professional development program for junior staff.

2009 – 2017

HEAD COPORATE AFFAIRS, AUSTRALIAN BROADCASTING CORPORATION

The ABC is Australia's national broadcaster, with 4,200 staff and an annual budget of \$1.1bn.

- Responsible for delivery of strategic communications advice to the Managing Director, Chairman, Board and the Executive, including on issues of stakeholder relations, regulatory affairs, media and issues management, and government relations.
- Led a diverse and talented team of 10 staff to develop and implement the Corporation's internal and external communications and stakeholder engagement strategies.
- Day-to-day activities included:
 - developing and maintaining productive working relationships with political and sectoral stakeholders,
 - advising the Managing Director and Chair on regulatory and policy matters;
 - drafting Managing Director and Chairman communications, corporate speeches, newsletters and media releases;
 - drafting and executing communications plans for corporate announcements;
 - preparing Executives for stakeholder meetings, speaking events and media interviews;
 - engaging proactively with the media and responding to media enquiries;
 - planning and executing corporate stakeholder engagements events;
 - preparing submissions and briefing papers for government and parliamentary inquiries.
- Key achievements included maintaining a strong stakeholder relationships with partners across the broadcast industry and deepening community relationships such that ABC was able to maintain trust and appreciation scores above 80%; delivery of the annual ABC Showcase at Parliament House, successfully managing significant change and transformation communications across the ABC following budget and staff cuts; managing crisis communications following a helicopter crash and loss of ABC personnel, and being seconded to the Managing Director's Office as Chief of Staff, with responsibility for executive management.

2009

ADVISER, DEPARTMENT OF JUSTICE, VICTORIA

The Department of Justice advises the Attorney-General and delivers civil and criminal justice services to the state of Victoria, including protecting Victorians' human rights and equal opportunity.

- Responsible for delivery of communications and policy advice to the Attorney-General on civil law issues, including privacy and human rights.
- Key achievements included leading stakeholder management and consultation with the transgender community on gender identification.

2007 – 2009

SENIOR ADVISER, MINISTER FOR COMMUNICATIONS, AUSTRALIAN GOVERNMENT

The Minister for Communication has responsibility for the policy development, regulation and management of Australian broadcasting, telecommunications and postal services.

- Advised Minister on issues relating to public and commercial TV and radio broadcasting, spectrum management and the postal service, including the switchover to digital TV, the subsequent spectrum auction, and the future of public broadcasting and Australia's postal service.
- Responsible for preparing messaging and communications strategies related to new policy initiatives; leading relationships with the CEOs of key stakeholders including the television networks, radio networks, Broadcast Australia and Australia Post; responding to media and drafting speeches.

- Developed strong communications policy understandings, broad government and departmental contacts and a thorough understanding the workings of government, including cabinet and budget processes.
- Key achievements included successful stakeholder negotiation and relationship management with the Opposition and cross bench, TV broadcasters, national retailers and business groups on the switch to from analog to digital television – a program affecting every Australian household and business; and securing passage of digital television legislation through parliament after successful negotiations with stakeholders.

2003 – 2007

LAWYER, NORTON ROSE FULBRIGHT

Norton Rose Fulbright is a global firm of more than 3,700 corporate lawyers, across 50 offices worldwide.

- Responsible for client reputation management, legal advice and advocacy. Undertook legal analysis, delivered client advice, witness interviewing and preparation and the delivery of litigation services.
- Key achievements included the provision of advice on significant local projects including Eureka Tower, Southern Cross Station and the Regional Fast Rail Project.

EDUCATION

BACHELOR OF LAWS (LLB), MONASH UNIVERSITY

BACHELOR OF ARTS (BA) (HONS), UNIVERSITY OF MELBOURNE

SKILLS

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| <ul style="list-style-type: none"> • Experienced internal and external stakeholder manager • Trained advocate, influencer and negotiator • Well-developed written and verbal communication skills | <ul style="list-style-type: none"> • High level regulatory and policy experience • Strong and collaborative team leader • Experience in issues management and resolving high-profile and sensitive matters discretely |
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PROFESSIONAL DEVELOPMENT

2020 – Communicating Change in Enterprise-wide Transformation, Project Management Institute

2018 – Media Training and Public Speaking, Stephen Feneley & Co

2015 – Advanced Management Course, ABC

2014 – Leadership, Harvard Business School

INTERESTS

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| <ul style="list-style-type: none"> • Hiking • Reading | <ul style="list-style-type: none"> • Stand up paddle boarding • Cooking |
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REFEREES

Will be provided on request