



# DEE MADIGAN

EXECUTIVE CREATIVE DIRECTOR AND  
FOUNDING PARTNER OF CAMPAIGN  
EDGE

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 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.

**KEYNOTE: HOW TO REBUILD  
TRUST IN YOUR ORGANISATION'S  
BRAND**

Dee will explore how public-facing institutions - like police and government agencies - can use strategic communication and creativity to strengthen community trust and rebuild reputation.

PC/  
2025

25-26 NOVEMBER | ANZPAA  
POLICE  
CONFERENCE

**POLICING  
FOR THE FUTURE:  
WHAT MATTERS MOST**