

**Thursday 8 October 2015 – CREATING A BRAND TO SAVE A COUNTRY**

The Australian Association of National Advertisers (AANA) has today revealed the last speaker - James Brett, Founder of Plant for Peace - to RESET delegates at their major conference on October 28.

'With brand purpose and marketing for good still very much in advertisers' minds, we really wanted to ensure our speaker line-up at RESET talked to these themes. Last year's conference had an overwhelming reaction to Ronni Kahn, from OzHarvest, as she shared her own personal story. This year I am certain James Brett's story will have just as remarkable an impact' said Sunita Gloster, AANA's CEO.



Plant for Peace is a global initiative aimed at assisting rural communities crippled by conflict through the creation of horticultural cooperatives. Currently focused on Afghanistan where James Brett began this initiative, Plant for Peace now gives farming communities there a positive alternative livelihood, subject to necessary support. At its heart, Plant for Peace brings people together so as to enable communities to participate in the global food industry, by creating demand for locally grown produce through developing value added products, establishing local production facilities and organising community to international supply chains.

For every product sold, a tree is planted in a local community in Afghanistan.

'Whilst James Brett will talk about Plant for Peace and its first phase in Afghanistan, it is his own deeply moving, personal story, which will inspire the audience. A press release doesn't do justice to his back story,' continued Gloster. 'The nature of James' life story really rounds off a day of extraordinary global speakers set to energise, provoke and reset the Australian marketing community. My hugest thanks to The Marketing Academy for helping us bring such an unusual and inspiring speaker to our country. It will make for a very distinctive and powerful session.'

James joins a global agenda of speakers at the AANA's RESET 2015 conference, including Kathryn Parsons, CEO and Co-Founder of Decoded; Syl Saller, CMO Diageo plc; Bruce McColl, Global CMO, Mars; Karen Blackett OBE, Chief Executive Officer, MediaCom UK; Graham Fink, Chief Creative Officer, Ogilvy & Mather China and Marc de Swaan Arons, Chief Marketing Officer & Executive Board Member, Millward Brown Vermeer.

RESET will take place on October 28, with a crowd of 500 marketers expected there are only a handful of tickets left at <http://aana.com.au/reset/>.

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**About the AANA:** For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

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