

# Matt Farnham honored for marketing excellence

By Gabriel Laidler-Burns

After growing up in Gympie, Matt Farnham has moved up in the world recently being named the Future Leader of the Year at the 2024 AMI Marketing Awards Australia hosted by the Australian Marketing Institute in October.

"Coming from a small-town background, this is a reminder that ambition, dedication, and perseverance can lead to remarkable achievements," said Mr Farnham.

Mr Farnham attended primary school at Kia Ora state school which had less than 100 kids when he finished grade 7.

After finishing grade 12 at James Nash, Mr Farnham continued working in Gympie for another 5 years before making the move to Brisbane.

He started as a Sale and Service Assistant at the Suncorp Gympie Branch where he worked for 8 years and said he often thinks of it as the place he grew up because he had the privilege to work with great leaders who taught him a lot over the years.

During high school he worked at Dick Smith



Matt Farnham with his award.

Electronics in Mary Street, and during the 2011 floods where they had to take the entire stock upstairs and then spend weeks cleaning and refurbishing the store before it could re-open.

Currently, Mr Farnham works as the Marketing Manager at MOVE Bank which is a relatively small mutual bank, and he oversees the marketing function.

His work revolves around crafting data-driven strategies, leveraging digital platforms, blending new and traditional marketing, and navigating the challenges of regulated environments.

He said that growing his career in banking has taught him how to join creativity and compliance to create impactful marketing campaigns.

"Winning the AMI Future Leader of the Year Award was very special, but also very humbling," he said.

"It's a testament to the incredible teams I've worked with, the mentors who have guided me, and the senior leaders who have trusted me to deliver results.

"This recognition affirms the importance of hard work, collaboration, and a willingness to push boundaries in marketing.

"I'm particularly proud of the small marketing team that I get to lead, they've been so open to elevating the way we do things and have been engaged in bringing ideas to the table.

"One of the key achievements that I believe supported my win, was the brand revitalisation

work that we undertook in 2023.

"I wanted to breathe fresh life into the brand while keeping our roots firmly grounded in the rail industry as we were once the Railways Credit Union."

The awards process started with an online submission, where he had the chance to write about the campaigns, initiatives, and leadership moments that have defined his career so far.

After being recommended by a senior leader, his Chief Digital Officer, it took a couple months to be shortlisted for a panel interview before making it to the finalist stage.

Mr Farnham said he was told only 10 per cent of applicants make it to the panel interview.

"During the awards night in Melbourne, I was quite shocked to hear my name, because I think I had been telling myself over and over that I should be happy with just being a finalist."

Both his parents still live in Gympie, and he goes back regularly to visit them.

They've been in real estate for a number of years under Wes and Kaylene Farnham Real Estate and have recently begun building camper vans.