



## Australian Toy Association

### Previous Rising Star Winners

**2017 Rising Star  
Andrew Hendy**



Andrew joined his father 9 years ago at HeadStart and has built the business to be a significant force in the Australian toy industry. More recently Andrew has implemented a product development plan that has seen HeadStart developing a range of products to suit the global market in addition to maintaining the distribution model that has worked so well in Australia.

He managed 45 staff in Melbourne and a further 15 in Hong Kong. He is respected by his staff, his suppliers, the licensing industry in which many of his products are focussed and also the retail trade.

**2018 Rising Star  
Madeleine Hunter**



Madeleine joined Hunter Products 5 years ago as Managing Director Jeff Hunter's personal assistant, however after dipping her toes into licensing and development, she's become unstoppable! Educating herself in every element of the business, her first major success was the creation of 'Shibajuki Girls,' which have been sold in 22 countries, ranged in 1,800 Target USA stores, and is due to be released in 3,500 Walmart stores.

Following this, she's continuing to develop products and manage every element of production – from design, sketches, price points, mechanics, marketing, selling and packaging, there's not an element of her products she hasn't made her mark on. It's no surprise that her

**The Industry Association for Toys, Hobby, Infant Products, Video and Electronic Games and Licensing**

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### 2019 Rising Star Alan Ngov



colleagues think she's a force to be reckoned with in the industry!

Alan receives this award in recognition of his leadership skills and overall passion for the toy industry. He has been described as one of the most likeable, intelligent and hardworking people at HeadStart with an innate ability to breakdown issues and solve problems collaboratively.

Responsible for a sales team of 7, Alan has exceeded his targets while also managing stock control.

### 2020 Rising Star Samantha Atkinson



Samantha is a strong, independent, determined woman, both inside and outside of work. She is constantly setting goals for herself and others and striving to achieve them. Her passion, ambition and motivation shines through the final product of her work. The Bensons team have no doubt that in the coming years Sam will be the CEO.

'Visionary' best describes Samantha - whether it be for product development or new business opportunities. Samantha has a unique ability to change direction in the blink of an eye, moving from marketing, to sales to product development, to financials, to licensing. Then in her spare time managing the operations at the Royal Agricultural Shows in 5 Capital

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	<p>cities throughout the course of the year.</p>
<p style="text-align: center;"><b>2021 Rising Stars Brea Brand</b></p>  <p style="text-align: center;"><b>Andrew McCosker</b></p> 	<p>Brea has genuine concern and interest in everyone as an individual, regularly following up on their personal well-being, validating contributions and encouraging development, Brea fosters a culture where our employees and business associates alike feel a part of our business family.</p> <p>As a mother and teacher, Brea holds our business and the products we create against her personal standards. With every stage of product development - from idea conception, design to production and distribution, she critically assesses whether we are living up to the standards of product that she would desire and appreciate in her own home and classroom.</p> <p>Andrew has been employed by U. Games Australia for over 15 years. Having started in logistics, before moving into Product &amp; Marketing, then Sales, and most recently being promoted to Managing Director in 2020. In his first year as Managing Director, Andrew has facilitated significant growth of over 25% in revenue.</p> <p>He has always contributed to the friendly, 'can do' culture at U. Games Australia. As Managing Director he continues his always present support of all departments and a company culture that is more about family than co-workers.</p>

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### 2022 Rising Star Rosie Price



Rosie has been a champion of positivity and support for the greater business during the pandemic both professionally and personally.

Her strength as a business leader, team player, & role model has grown significantly making her a great team leader and collaborator. She has volunteered on global Hasbro initiatives, pioneered on local full blueprint taskforces, built a marketing team from scratch, and has been a key collaborator with key stakeholders & partners.

Rosie has ideated and successfully executed several leading brand & partner collaborations in 2021. All with a common purpose to help and enhance family priorities with brand IP.

### 2023 Rising Star Pippa Skinner



Pippa Skinner started at Headstart after attaining a Bachelor degree in Marketing/Communications at Bond University. She began her career at Headstart in the marketing team managing a small brand portfolio and has worked very hard on growing many Headstart owned and distributed brands. Pippa or Pip, as her colleagues call her, helped bring to market the first 100% recycled plush brand introduced in the toy industry, "Resoftables". This brand is now sold widely throughout the world including Walmart in the USA. She was also heavily involved in marketing Ooshies in the US and Australia. Ooshies is now a household name!

She is truly passionate about this business and the Toy Industry and her strong desire to achieve success along with hard work, flexibility and



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	<p>dedication have put her in a position where she is now managing the marketing team. Her progress through the journey has been a natural progression as she developed her leadership qualities.</p>
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