



## Australian Toy Association



### **A respected leader, colleague and friend of the Australian toy industry**

The Australian toy industry has lost one of its most respected and generous figures with the passing of Dennis Bond.

Dennis entered the toy industry in 1990 when he was appointed Marketing Director of Tonka, where he quickly acclimatized to the peculiarities of our industry. It marked the beginning of a distinguished career that would see Dennis become an influential leader within both the Australian and international toy communities.

Following Tonka's acquisition by Kenner Parker in 1992 and its subsequent integration into Hasbro, Dennis was appointed General Manager of Hasbro, one of three divisions created within the newly combined organisation, which also included Milton Bradley.

In 1994, Dennis was promoted to Managing Director of Hasbro Australia. During his leadership, he became responsible for the Australian launch of K'NEX in 1995 and played an important role in the development and growth of several highly successful brands, including Telly Buddies, Vortex, NERF and Pokémon.

Dennis's leadership capabilities were subsequently recognised internationally when he was elevated to the position of President of Hasbro Asia Pacific. In this role, he brought his considerable experience, commercial judgement and understanding of the toy business to markets throughout the region.

Dennis was also a passionate advocate for the broader Australian toy industry, generously contributing his time and expertise to the Australian Toy Association for more than 14 years. He served as President from 2000 to 2001 and again from 2007 to 2011.



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During this time, Dennis played a key strategic role in the development of Kids Day, an important industry initiative held from 1999 to 2002. The event brought the joy and excitement of toys directly to Australian children and families while raising funds for those in need.

Following his corporate career, Dennis purchased Bilbo, a business specialising in quality children's products, which he operated alongside his wife, Lyn. Dennis and Lyn later became involved in the party and dress-up sector through their association with Disguise and Smiffys, working together with their daughter, Kendal.

However, Dennis will be remembered for far more than his impressive career achievements. He was a generous, approachable and highly respected person who was always willing to offer advice, encouragement and assistance to others. Dennis understood that the toy industry was built not only on products and brands, but also on relationships, trust and friendship.

His contribution to Hasbro, the Australian Toy Association and the wider toy industry was substantial. His friendship and support were valued by many, and his passing will be deeply felt throughout the industry.

Dennis Bond leaves behind a remarkable professional legacy and many fond memories among the colleagues and friends who had the privilege of knowing him.

Our sincere condolences are extended to Lyn, Kendal, Simon and the entire Bond family.

**Dennis will be greatly missed but warmly remembered by the Australian toy industry.**