



Media Release

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John Ford restarts The One Centre

John Ford, Founder & CEO of The One Centre today announced he is restarting the creative agency.

The new company - The One Centre Group Pty Limited - will focus on developing multi-disciplinary branded arts and entertainment initiatives and is backed by private equity firm, The Adcock Group.

"The new One Centre will be positioned as an arts and entertainment company developing unique branded properties, platforms and programs for clients," Ford said.

"The arts is the most exciting space I can see. It offers our clients a whole other world of creativity. Our distinctive capability will be 'strategy + artistry'."

Flexibly structured, with a core team of strategists and producers and global network of artists, the company will work from concept to public release, strategising, conceptualising, producing, distributing and promoting its arts and entertainment properties across media.

Its multi-disciplinary approach will include graphic arts, digital arts, film and video, performing arts, architecture (exterior and interior), industrial design, fashion, photography and music.

Concepts will include combinations of films, shows and documentaries, artworks and installations, theatrical events, exhibitions and experiences, retail concepts, buildings, digital interfaces and experiences, music, identity, collateral, publications, products and merchandise.

The previous One Centre was placed into voluntary administration in April 2009 in the midst of the GFC after a large international client in financial difficulty failed to pay, leaving the business with a cash-flow crisis.

The One Centre was one of Australia's largest project-based creative companies with over 60 staff. Clients included Audi, McDonald's, Coca-Cola, Woolworths, Mars, IAG, PricewaterhouseCoopers, GE, Red Cross, Freedom Furniture, Jetstar and Nakheel.

Growing at an average of 50% year-on-year for nearly a decade, the company posted its best-ever trading month in September 2008 - just as the GFC struck.

"The One Centre was a fantastic company hit by the perfect storm," Ford said. "A \$1.25 million bad debt in Dubai, sharp downturn, costly downsizing and no capital life-lines.

"The product was great, people highly talented, clients blue chip - it was simply a financial catastrophe that took us out prematurely in the darkest days of the GFC.

"Unfortunately, we suffered from our export success," Ford said. "Over 50% of our revenue was from international clients. I think many people didn't quite understand the GFC carnage outside Australia."

Ford secured the The One Centre trademark and IP from administrators Grant Thornton in May 2010.

Ford plans to rebuild The One Centre's client base over the next two years and is making headway.

"A top 5 global company has hired us to develop a branded entertainment platform launching in November. And we're working with an iconic Australian brand, an industry leader, to transform its retail experience.

"I believe the new One Centre will be a better business for what's happened. I feel I have all necessary experience and I know what it takes to build a great company."

Ford founded The One Centre in 1999 after head of strategy roles with leading creative advertising networks, Batey and TBWA. In 2005 the The One Centre was cited by BRW Magazine as a Fast 100 Company. In 2007 Ford was named by Adnews Magazine as one of, 'Forty under 40 rising stars' in marketing.

Ford has a BA from the University of Sydney and as is currently doing an MBA with the Australian Graduate School of Management.

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