



## Amy Brand

HIP V. HYPE SUSTAINABILITY  
SENIOR CONSULTANT  
MOBILE +61 (0) 415 282 189  
AMY@HIPVHYPE.COM

A Senior Consultant with HIP V. HYPE Sustainability, Amy is an experienced project designer and manager with a passion for bringing an integrated, human perspective to sustainability.

Amy's non-linear work life has been driven by her desire to create, collaborate and experiment with inspiring people for impactful environmental and social outcomes. This approach has taken her from one end of the country to the other, and seen her work in the not-for-profit, government and private sectors.

Curious about people, Amy began studying psychology but soon realised she wanted to apply herself to something more tangible. She changed faculties to focus on management and marketing – the human side of business.

Looking to apply her skills where they were most needed, she landed a job at 'Top End Arts' travelling across the Northern Territory delivering marketing and business management services to artists and art organisations. Recognising the arts sector was grossly underexposed and locally undervalued, Amy created 'Off the Leash', a very Darwin version of Melbourne's Beat Magazine.

Amy also joined a community collective to open 'Happy Yess', Darwin's only live original music venue which fast became an important hub for music, art and ideas. With both projects flourishing, Amy cycled down the east coast, until the access to leading thinkers and creators tempted her to Melbourne.

Amy joined the Moreland Energy Foundation, eventually taking up a leadership role as the Manager of Communications and Community Engagement. Leveraging behavioural insights and the idea of collective impact she designed, delivered and evaluated a range sustainability programs, including work on the flagship Moreland Solar City program.

Ready for a new challenge, Amy moved to the City of Melbourne to develop their residential sustainability programs, with a focus on apartments. Amy worked to grow a community of apartment owners and managers ready to catalyse solutions to the complex legal, social, cultural and technological challenges that combine to make sustainability in apartments so challenging.

Working in the apartment sector solidified Amy's long-held opinion that we need to get better at creating high-functioning groups to drive good outcomes, particularly in light of the collective action required for sustainability. Completing studies in group facilitation has fed Amy's fascination with groups and how we can do better together.

Away from her desk, Amy can be found biking around Melbourne, doing handstands, nerding out about human behaviour or heading out bush.

## Formal Qualifications

- 
- BACHELOR OF BUSINESS, CHARLES DARWIN UNIVERSITY
  - CERTIFICATE IV BUSINESS SUSTAINABILITY ASSESSMENT, ENVIRONMENT AUSTRALIA
  - ADVANCED DIPLOMA OF GROUP FACILITATION, GROUPWORK INSTITUTE OF AUSTRALIA
- 

