

NIELS BENDIXSEN

Principal Consultant



Niels Bendixsen has over 20 years experience in design and communications across a broad range of industries. He has implemented complex brand identity and communication projects both nationally and internationally.

Niels started his career in design and communications with roles in both the private and government sector in Victoria. He then formed a consultancy to provide design, marketing and communications services to a range of clients including CSR's Metromix, Hooker Corporate, Masterplan, and Business Enterprise Centres NSW.

Whilst consulting, Niels was active in the education arena, holding positions with TAFE, at their highly regarded Enmore School of Design, and later with The University of New South Wales lecturing in design and communication.

In 1993 Niels accepted a role with Australia's Special Broadcasting Service (SBS) implementing their new corporate identity and visual communication systems across Television and Radio operations. This was a major change for the SBS network, involving not only a visual make-over but a complete internal cultural shift which saw the network embrace advertising and become more self-sufficient. After completing this role in 1996, Niels continued to provide design and communication expertise to companies such as Kimberly-Clark Corporation, Fosters' Group, Abacus Australian Mutuals, Hyundai, and Burson-Marsteller.

Since 2002 Niels has worked with An Meá on a range of projects. Among them was the design and implementation of the Sakhalin Energy HSE Management System, which was based on a 'Russian Olympics' theme to attract and engage the workforce. This project embraced a range of communication requirements and tools, including HSE manuals, policy booklets, reference cards, HSE website, toolbox talk kits, merchandise, event presentation, and employee briefings. These were delivered in both English and Russian and involved complex logistics and strict time-critical management. Niels was involved in a range of other projects for Sakhalin Energy including road safety and community seatbelt campaigns.

Niels was also responsible for the development of communication tools to support a Community Ambassadors project for BlueScope Steel Australia, as well as various communication materials and tools for WorleyParsons.

Niels holds a degree in Design Studies from the University of New South Wales, Australia. He is a member of both the Australian Graphic Design Association (AGDA) and the Design Institute of Australia (DIA).

For More Information

 info@anmea.com

 www.anmea.com