



BIOGRAPHY: DUSTIN LOCKETT
COMMERCIAL DIRECTOR, BBC WORLDWIDE AUSTRALIA & NEW ZEALAND

Dustin joined BBC Worldwide Australia and New Zealand as its Commercial Director in November 2016.

Working with BBC Worldwide's global brands, including Doctor Who, Sherlock and BBC Earth, Dustin oversees live events and entertainment, consumer products and home entertainment, and the development of all ancillary brand licensing revenue streams. Leading the team that has produced the Doctor Who Festival, the News Corp BBC Earth DVD promotion and the Louis Theroux Live On Stage tour, Dustin's role is to grow the potential of BBC Worldwide's brands off screen, increasing consumer engagement and revenue.

Working closely with BBC Worldwide ANZ Managing Director Jon Penn and the executive leadership team, Dustin also helps to drive the business strategy in Australia and New Zealand.

Dustin was previously the Director of the Live Events division (RED Live) at Seven West Media, which he joined to set up in 2014. While at RED Live, he co-produced and promoted a wide range of shows, including Ghost The Musical, Better Homes & Gardens Live and The Royal Edinburgh Military Tattoo spectacular, which played to over 150,000 people in three days at the Etihad Stadium in February 2016.

Prior to that, as the VP of Live Events at FremantleMedia from 2010-13, Dustin was responsible for launching MasterChef and Grand Designs Live shows, along with the QI Live theatre tour with Stephen Fry and The X Factor Australian tours.

Dustin's other commercial roles include Director of Sales & Marketing at Wonderland Sydney for five years, Director of Business Development at NIDA (National Institute of Dramatic Art) and QLD Sales & Marketing Manager for IMG (International Management Group). He has worked on many major sporting events, including the Gold Coast Indy 300, The Australian Golf Open, Sydney Tennis International, The Crusty Demons FMX show and Super X Motor Cross Series.

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