

MATTHEW HALL

CURRICULUM VITAE



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IN BRIEF

"a rare combination of excellent lawyer and creative mind"

"efficient and practical"

"quick to deliver, thinks laterally, and is completely reliable"

"adroit and amiable"

"a smart operator"

Matthew is a successful lawyer, mentor, board leader, board member and trusted advisor who has worked with national governments, international bodies, international and national industry associations, higher education institutions and public and private businesses on a range of significant, high-profile, complex and politically sensitive projects that have involved a strategic approach, business planning, leadership, stakeholder engagement, research and analysis, sound judgement and discretion and clear communication skills.

Matthew has significant practical experience in the corporate governance of small to medium enterprises, not-for-profit companies and higher education institutions, working as part of and closely with boards and senior management, to improve board processes and director performance, establishing proper governance frameworks and compliance systems and setting strategy.

Matthew has a passion for excellence, a positive attitude and a desire to make a difference.

CURRENT ROLES

Managing director, artifex advisors

Sydney, NSW, 2015

artifex advisors is a legal and consultancy practice based in Sydney, New South Wales, with a focus on commercialisation, innovation, governance and self-regulatory systems and processes, that works at senior levels, with discretion, objectivity and sound judgement, on high profile and politically sensitive or commercially important projects, and seeks to develop strong, collaborative

relationships with its clients. Matthew established the practice in 2015 and is responsible for managing all aspects of its operations.

Director, Le Boulevardier
Sydney, NSW, 2014 – present

Matthew is a non-executive director of this start-up company that is establishing a new cocktail bar in Sydney, working with fellow board members and a small management team in setting strategy, developing the business plan, developing a brand identity and marketing strategy and overseeing compliance with regulatory and compliance issues.

Chair, Australian Centre for Intellectual Property in Agriculture, Australian National University
Canberra, ACT, 2009 - present

ACIPA is a research centre based at the Australian National University and Griffith University that engages in innovative, independent and critical research, training and policy work relating to intellectual property in agriculture. The Centre collaborates with and is funded by institutions including the **Australian Centre for International Agricultural Research**, the **Australian Research Council** and **CGIAR**. Matthew leads the advisory board of national and international experts that provides guidance and advice on industry trends, fundraising, grants and possible projects, to ensure that the Centre remains focused on the development of pragmatic, commercially focused and workable solutions in its activities.

Chair, Queensland Conservatorium, Griffith University
Brisbane, QLD, 2009 - present

Queensland Conservatorium, Griffith University is a school within the Arts, Education and Law academic group of Griffith University. The Conservatorium is considered "*the most comprehensive tertiary music school in Australia*" and has been acknowledged by the **Association of European Conservatoires** as an "*international beacon of excellence*". Based on two campuses in Brisbane and the Gold Coast, the Conservatorium provides first-class repertoire training in instrumental and vocal performance as well as in the technologies that are changing the ways in which music is made, distributed and enjoyed. It also curates local and international events and undertakes significant commercial activities that support teaching and learning objectives, and align with its social and community responsibilities. Matthew chairs the board of the Conservatorium.

Independent member, Code Compliance Committee, Private Healthcare Australia
Canberra, ACT, November 2012 - present

Private Healthcare Australia is the industry body representing more than 95% of the private health insurers in Australia, advancing their interests with government, private providers, the media, and others in the field of health care. The Private Health Insurance *Code of Conduct* is a voluntary and self-regulatory code that promotes informed relationships administered by the Association's Code Compliance Committee. Matthew is the independent expert member of that committee.

Member, Political & Regulatory Affairs Committee, Australian Association Of National Advertisers

Sydney, NSW, April 2010 - present

The AANA represents and advances the interests of companies in the advertising, marketing and media industry in Australia, an industry that contributes in excess of \$30 billion to the Australian economy annually. Matthew is a member of the Association's political & regulatory affairs committee, which is responsible for identifying regulatory issues, determining industry positions on issues and managing the industry self-regulatory codes of conduct, practice notes and guidelines. The committee is also responsible for developing any new codes and best practice guidelines (for example the *Responsible Marketing Communications in the Digital Space Guideline*). Matthew had lead roles in the development of the *Environmental Claims Code* and the review of the *Code of Ethics*. Matthew was a member of the cross-industry task force that developed the *Best Practice Guidelines for Online Behavioural Advertising*.

Author of "General Counsel Practical Guidance": Essential Contracts; Data Protection & Privacy, LexisNexis

Sydney, NSW, 2011 - present

The LexisNexis *Practical Guidance General Counsel* service provides expert guidance and practical information for in-houses legal advisors. Matthew wrote and updates regularly the "Essential Contracts" and "Privacy and Data Protection" topics. He provides comprehensive and practically focused commentary, guidance notes, checklists, precedents and case studies designed specifically for general counsel. Matthew was selected for these roles because LexisNexis recognised his reputation as a subject matter expert and knows that Matthew delivers relevant, practical and up-to-date content that is accessible and written in plain English.

Industry Fellow, Law School, University of Queensland

Brisbane, QLD, July 2009 - present

As an Industry Fellow, Matthew teaches a practically focused subject on the management and commercialisation of intellectual property. This is offered at graduate certificate, graduate diploma and Masters levels, and is targeted at lawyers, researchers, commercialisation professionals and managers. Matthew developed the curriculum and all of the teaching and learning resources (including case studies and practical, problem-based exercises) used in delivering the course. Matthew's appointment is recognition of his expertise in the field and his ability to bring an applied practice perspective to the role.

Volunteer and pro bono legal advisor, Arts Law Centre of Australia

Sydney, NSW, September 2001 - present

The Arts Law Centre is the independent national community legal centre for the arts that provides free specialised legal advice and free or low cost education and resources to Australian artists and arts organisations, on a wide range of arts related legal and business matters. Matthew is a long-term volunteer, as part of his professional and personal commitment to contribute to our community, and to help those who would otherwise be denied access to justice.

Pro bono legal advisor, Justice Connect

Sydney, NSW, July 2009 - present

Justice Connect (formed through the merger of the Public Interest Legal Clearing Houses in New South Wales and Victoria) delivers access to justice through pro bono legal services. Its objective is

to ensure that those most in need - and the community organisations that support them - are not denied access to justice and expert legal assistance. Matthew volunteers his time and skills to the program as a pro bono lawyer, as part of his professional and personal commitment to contribute to our community, and to help those in need.

MOST RECENT ROLES

IP & technology practice group leader and partner, Swaab Attorneys
Sydney, NSW, August 2004 - December 2014

Swaab Attorneys is a Sydney based commercial, private legal practice. For 10 years, Matthew led a team of lawyers and support staff, assisting a diverse range of international, regional and Australian clients to meet their strategic and operational objectives through understanding intellectual property rights and designing and implementing policies, systems and projects where benefits and features of specific IP rights aligned with and supported the desired outcomes. Under Matthew's leadership, the practice grew into a practice recognised as having significant expertise and deep industry experience, that was commercially focused, strategic in its approach and results driven.

Deputy chair, Global IP practice committee, Meritas Law Firms Worldwide
Minneapolis, Minnesota, USA, January 2012 - December 2014

The Meritas legal network co-ordinates global and regional business development, industry insight and knowledge sharing for lawyers in member firms who practise, or have an interest, in IP. This is managed through this global practice committee, which has representatives from each region. Matthew was the ANZ regional representative, and deputy chair. He also chaired the management committee of the ANZ region.

FORMER ROLES

Co-executive partner, Swaab Attorneys
Sydney, NSW, October 2010 - June 2013

Board member, Queerscreen Limited
Sydney, NSW, July 2008 - November 2012

Board member, Australian Association of National Advertisers
Sydney, NSW, November 2009 - November 2011

Board member, Queensland Conservatorium, Griffith University
Brisbane, QLD, 2006 - 2009

Secretary and board member, Australian Interactive Media Industry Association
Sydney, NSW, November 2002 - November 2005

Partner, Intellectual property practice, DLA Piper
Sydney, NSW, September 2001 - August 2004

Lecturer and course convenor, "Electronic commerce", Law School, QUT
Brisbane, QLD, January 1999 - June 2002

Research ethics committee, Queensland University of Technology
Brisbane, QLD, July 1997 - June 2001

Matthew Hall
Curriculum vitae

Research ethics committee, Queensland Nursing Council
Brisbane, QLD, July 1998 - June 2001

Partner, Intellectual property practice, Norton Rose Fulbright
Brisbane, QLD, September 1994- August 2001

Expert Reference Group, IP and digital content, Fédération Internationale des Associations de Multimédia
Montréal, Canada, 1997 - 2000

Chair & board member, Brisbane Writers Festival
Brisbane, QLD, November 1995 - November 2000

Chair & volunteer advisor, Arts Law Centre of Queensland
Brisbane, QLD November 1992 - November 2000

Member, Expert Reference Group, Australian Broadcasting Authority
Canberra, ACT, 1996

Solicitor, Intellectual property practice, Minter Ellison
Brisbane, QLD, January 1990 - September 1994

EDUCATION & QUALIFICATIONS

BACHELOR OF ARTS

University of Queensland, Brisbane, QLD, 1988

BACHELOR OF LAWS (WITH HONOURS)

University of Queensland, Brisbane, QLD, 1990

MASTERS OF LAWS

University of Melbourne, Melbourne, VIC, 1996

MANAGING PROFESSIONAL SERVICES FIRMS

Harvard Business School, Harvard University, Cambridge, Massachusetts, USA, 2011