

UNDER EMBARGO UNTIL 12:01AM TUESDAY 14 OCTOBER 2025

ACM APPOINTS MOLLY JOLLY AS GROUP SALES MANAGER, BOLSTERING NATIONAL SALES LEADERSHIP

TUESDAY, OCTOBER 14, 2025 – ACM has elevated Molly Jolly to Group Sales Manager, National Sales, recognising her track record within the competitive Victorian agency market. The promotion sees Jolly, a proven high-performer, step up to lead a key national sales group.

Sam Westaway, ACM National Sales Director, said the promotion was a clear reflection of Jolly's impact.

"It's always rewarding to see exceptional talent recognised and promoted from within," said Westaway. "This is a thoroughly deserved promotion and one I'm particularly proud to announce given the journey we've shared. Molly is not only an exceptional professional but also an outstanding person. Her elevation into this role reflects her solutions-focused approach, strong agency relationships, and the significant commercial impact she's had across Victoria and the wider ACM business."

A rapid rise in media sales

Jolly's career history at ACM has been marked by consistent growth and exceptional performance. Having rapidly progressed from Senior Account Manager to a recognised leader, she has been instrumental in securing and expanding key partnerships, demonstrating an expert understanding of the media landscape and ACM's diverse digital and print portfolio.

This appointment provides a timely boost to ACM's market presence and reputation as the business actively recruits for a Senior Account Manager role in Melbourne. Jolly's success story directly addresses the industry-wide goal of promoting high performers and showcases ACM's progressive culture to potential candidates.

"I'm thrilled to step up into this new challenge and lead a team I'm deeply passionate about," said Molly Jolly. "The opportunity to further strengthen our agency relationships and deliver on ACM's growth strategy in the national market is one I look forward to."

This promotion comes at an exciting time of growth and innovation for ACM. Continued investment in digital and multi-channel marketing solutions has positioned ACM to engage a commercially powerful audience of more than 5.2 million* Australians.

With Molly in this key leadership position, major brands will have even greater opportunities to leverage ACM's foundation of trust and multi-channel solutions to unlock the opportunity in regional Australia.

Molly Jolly assumes her new role immediately.

Ends.



For further information please contact:

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About Australian Community Media (ACM)

ACM is Australia's largest independent media company, collectively reaching over 5.2* million people each month. The ACM network comprises close to 100 brands, including leading regional news mastheads The Newcastle Herald, The Canberra Times, Illawarra Mercury, The Examiner, The Border Mail and The Courier.

The agricultural division, ACM Agri, reaches 85%^ of Australian farmers each month with a national footprint of agricultural specialist brands (The Land and Queensland Country Life), marketplaces (Farmbuy, Ag Trader and Horse Deals), and events (AgQuip and FarmFest).

We are passionate about keeping our communities strong, informed, and connected.
Connect now with ACM.

Source: *Roy Morgan Single Source, June 2025, P14+, Roy Morgan iris, ACM Cross Platform Audience. ^QARS, (Heartbeat of Australia), May 2025.