

SFMGMT

Australia's leading talent network.

SFMANAGEMENT.COM.AU

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For more than 20 years, SF Management has represented and elevated the careers of some of Australia's most recognised media, entertainment and sporting personalities. We work closely with our clients to identify opportunities, build their profiles, and deliver exceptional results through a strategic and personalised approach. Our reputation is built on strong, long-standing relationships with our talent, clients, brands and media partners.

SF Management is known for the individual attention and care we bring to every client partnership. We offer a comprehensive range of services, including brand partnerships and endorsements, product collaborations, content creation, career strategy and planning, contract negotiation, media relations, crisis communications, public appearances, event hosting and keynote speaking opportunities.

At SF Management, we are hands-on, passionate and deeply invested in the success of our clients. We support every aspect of their professional journey with dedication, integrity and expertise. More than an agency, we are a trusted partner — and more like an extended family — committed to going above and beyond to achieve the very best outcomes



MICHAEL USHER

Channel 7 News presenter / Host of Spotlight

@michaelusher
+15K followers



NATALIE BARR

Channel 7 Sunrise host, journalist and presenter

@natalie_barr7
+121K followers



DEBORAH KNIGHT

Channel 9 presenter

@deborah_knight
+54K followers



KARL STEFANOVIC

Host of The Karl Stefanovic Podcast

@karlstefanovic_
+409K followers
@thekarlstefanovicshow
+328 followers



KATIE BROWN

Channel 7 Sunrise Reporter /
Presenter

@katiebrownaus
+60K followers



TIM BLACKWELL

Nova Breakfast radio host with Ricki-
Lee! Regular on Channel Nine Today
Extra and Getaway.

@tblack81
+39K followers



ANGIE ASIMUS

Channel 7 news and weather presenter

@angieasimus
+12K followers



TIM DAVIES

Channel 9 Today Show Weather
Presenter

@mr_timdavies
+23K followers



TAYLOR HAYNES

Channel 9 Today Show, entertainment
and sports presenter

@tayhaynes_
+90K followers



DAVID WOIWOD

Co-Host of Weekend Sunrise

@dawoiwod
+12K followers



CHAAD HEWITT

@chaadhewitt
+975K followers

LIFESTYLE, FASHION, BEAUTY & WELLNESS — **SFMGMT**



PHOEBE BURGESS

Social media content creator, media personality, writer

@mrsphoebeburgess
+96K followers



CAT SANZ

Fashion, beauty and lifestyle content creator

@catsanz
+178K followers



MIA HAWKSWELL

Content creator, Beauty Contributor, Celeb Hair & MUA

@miamakerup
+82K followers



JASMINE STEFANOVIC

Content creator, former fashion designer and model

@jasyarby
+67K followers

LIFESTYLE, FASHION, BEAUTY & WELLNESS — **SFMGMT**



STELLA MICK

Married At First Sight 2026 success story!
Beauty founder & content creator

@mickstella_
+203K followers



FILIP GREGOV

Married At First Sight 2026 success story!
Health, wellness, and fitness mentor & coach

@filipgregov
+91K followers

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