

member report 2018



the
communications
council

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note from the chair

The pendulum is swinging back in favour of the creative agency. Increasing evidence is showing the value of long-term brand building versus short termism.

Marketing and creative agencies are starting to unite on the fact that strong brands that emotionally connect with the customers they serve are more likely to open up the sales funnel and deliver effective advertising and marketing. This isn't a new versus old media argument. This is recognising that channel selection is about driving a message that builds brands. Both traditional and digital media does this.

The skill is in how to create a message that makes the channels work and customers interact, notice and move towards buying. That's why creative agencies will continue to thrive. They might look different, the work will be different, but ultimately, we need a vibrant creative agency scene to deliver.

We need a diverse workforce to shape solutions that fit the world. We need to champion creativity, it is still king, and we need to continue to prove the impact of the work that we do.

Our job at The Communications Council is to foster the long-term prosperity of our members. We need everyone in the creative agency landscape to unite behind this and join the coalition of the willing.

Mark Green
Chair of The Communications Council



note from the ceo

In an industry that moves as fast as advertising, it is only natural that you have to be agile and prepared to change with it.

Industry associations are no exceptions and we kicked off 2018 having made tough decisions to focus our activities on a tighter set of priorities. We have since been rewarded with our best year.

The initiative to bring Ron Baker and Tim Williams to Australia was especially well-received, with sold-out workshops on value-based pricing. We will continue this vital project throughout 2019.

We have also been working very closely with the MFA to address the skills shortage created by tighter regulations around TSS visas. A proposal is currently under consideration by the federal government, and we hope 2019 brings an industry-wide solution.

In 2018, we welcomed a new chair, a refreshed board and a revitalised vision for the industry. I would like to sincerely thank Mark Green, who

has welcomed his election with a great deal of enthusiasm; and Jaimes Leggett for his enormous contribution in helping to forge TCC's new path.

I would also like to thank all our members, partners and volunteers for their selfless commitment throughout the year.

As we turn towards 2019, I can feel a renewed energy in the industry and truly believe we have a bright and prosperous future ahead.

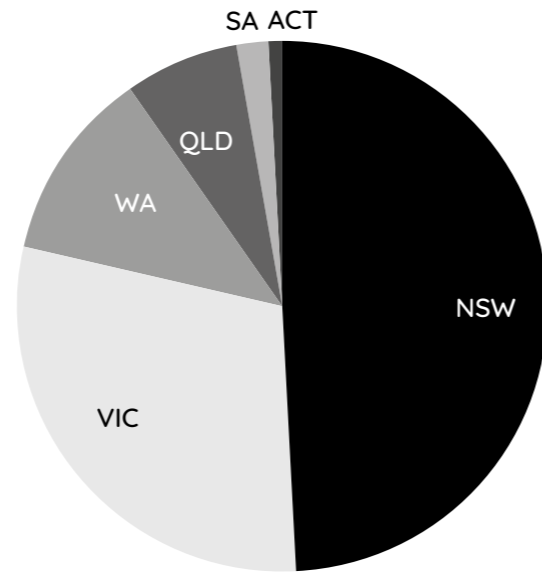
Tony Hale
CEO of The Communications Council

about

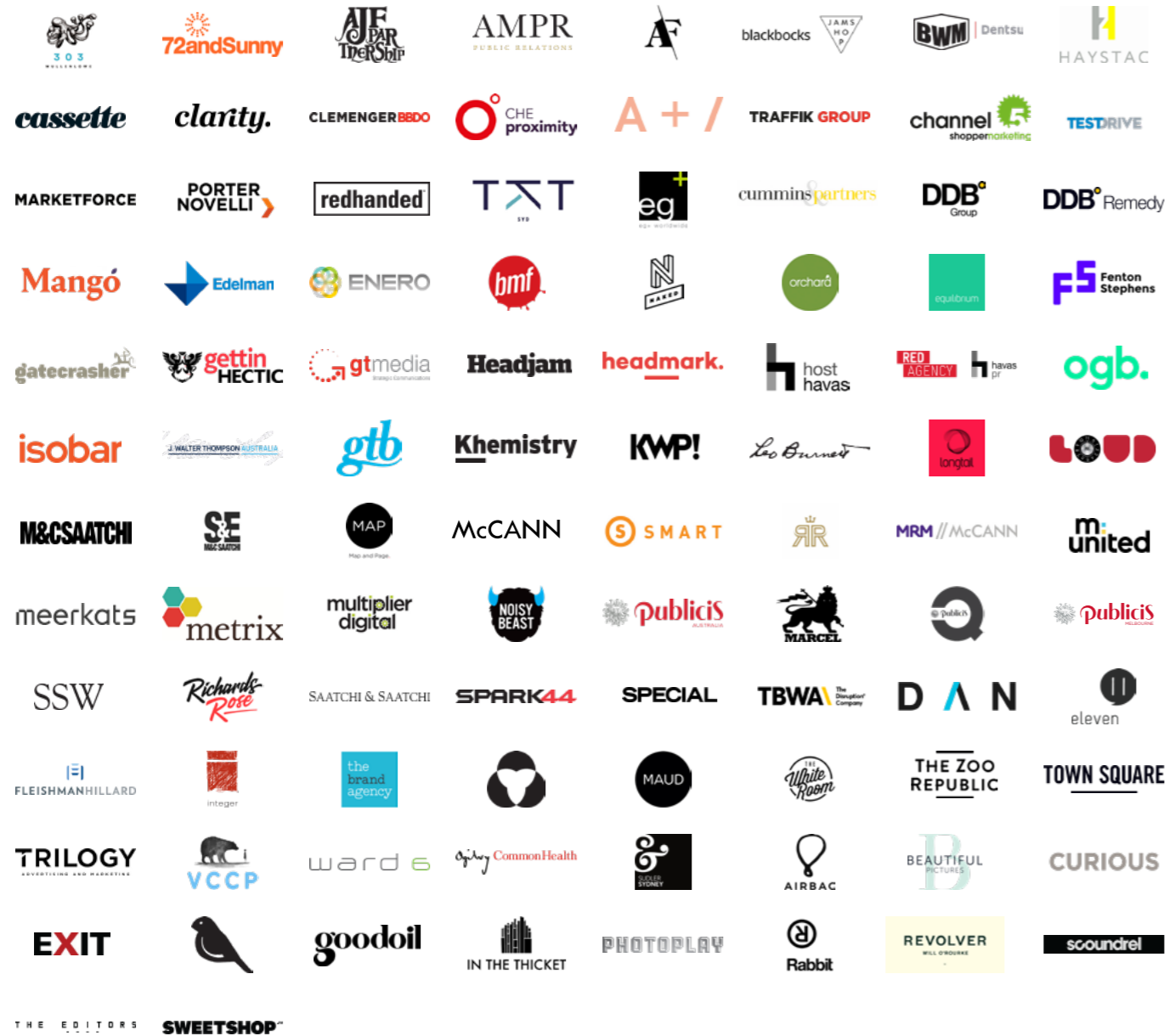
The Communications Council

The Communications Council is the peak professional body representing companies in the Australian creative communications industry. Our diverse member base spans the areas of creative, digital, strategic planning, PR, promotion, direct marketing, design, production and healthcare advertising.

We champion creativity, develop careers, promote the commercial impact of our industry and provide guidance for our members.



Our Members



Mark Green | Chair
Chief Executive Officer
The Monkeys



Laura Aldington
Chief Executive Officer
Host/Havas



Nick Garrett
Chief Executive Officer
Clemenger BBDO



Paul Bradbury
Chief Executive Officer ANZ
TBWA Group



Tara Ford
Executive Creative Director
DDB



Lorraine Jokovic
Chief Executive Officer
LOUD



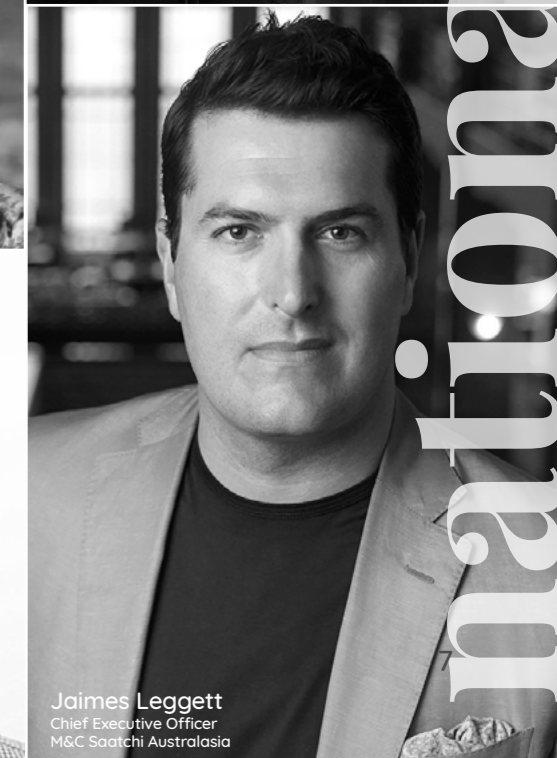
Nicole Taylor | Deputy Chair
Chief Executive Officer
McCann Australia



Michael Rebelo
Chief Executive Officer ANZ
Publicis Communications



Jonathan Isaacs
Chief Financial Officer
Clemenger Group



Jaimes Leggett
Chief Executive Officer
M&C Saatchi Australasia

our year in numbers

membership


146 
member offices




professionals employed

5,029

events and seminars


63 
events

6,058 
attendees

22,443 
hours informal learning

professional development

42 
courses

704 
enrolments

281 
tutors & lecturers

21,136 
hours formal professional development

201 
AWARD School graduates

49 
graduate program placements

commercial creativity

3 
award shows



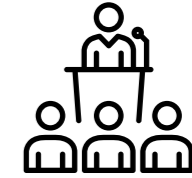
1,319
award entries

224 
judges

336 
awards presented

industry leadership

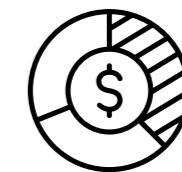
COMPLIANCE TRAINING



16
sessions

222
participants

SALARY SURVEY



4,531
people surveyed



180
positions included



93
agencies participated

vision for 2019

Our purpose

Why we exist:
To foster the long-term prosperity of our members.

Our vision

What we are striving to achieve:
To make advertising the most valued professional services industry in Australia.

Brand positioning

What we want to stand for in people's minds:
TCC advances the practice, reputation and influence of the advertising industry.

Key pillars



2019 Opportunities and activities

Pillar	Opportunity	Activities
People Development	The industry thrives when multiple perspectives are applied to a problem. We need to broaden our talent pathways, invest into building careers and formalise recognised industry standards through accreditation.	<ul style="list-style-type: none"> Professional Development <ul style="list-style-type: none"> AWARD School, AWARD Creative Leadership, AWARD Craft AdSchool IPA courses and certificates Graduate programs Diversity & Inclusion integration Salary Survey insights Accreditation and CPD roadmap
Champion Creativity	Help the industry feel positive about creativity and creative thinking. Inspire the broader business community to see that creativity can change the world.	<ul style="list-style-type: none"> AWARD Awards AWARD 40th anniversary AWARD 'Work behind the Work' APG 'Planning Idol' APG 'Battle of Big Thinking'
Demonstrate Value	To elevate and amplify the impact and role that advertising can play when at its most effective. To reinforce that advertising is a vital element in a thriving economy.	<ul style="list-style-type: none"> Effie Awards program Effie roadshow and 'Work Behind the Work' Effies Report and insights Advertising Pays supplement Continue Value-Based Pricing forums and thought-leadership

develop careers

Our professional development curriculum has been designed to build world-class careers and prepare our industry for the demands of the future. In 2018 we delivered 42 courses for 704 delegates across AdSchool, AWARD Creative Leadership, AWARD School, The Graduate Program, Jump Start WA and IPA.



Graduate Program & Jump Start WA

Open to member agencies only, this year's Graduate Program and Jump Start WA welcomed 49 new graduates across Australia, many of whom are now working full-time in the industry. In 2018, we also introduced AdSchool Fundamentals to the Graduate Program - a 5-module course delivered in different agencies each month.

- 15 NSW Graduate Placements
- 14 VIC Graduate Placements
- 20 WA Graduate Placements (Jump Start)



IPA Online and residential courses

IPA is recognised as a world leader in developing careers in the marketing communications industry via its internationally certified courses. Presented in Australia exclusively by The Communications Council, the IPA online and residential courses offer a dynamic suite of options to suit juniors right through to our industry's next leaders. This year's IPA Strategic Planning residential course was chaired by APG Chair Angela Morris (JWT) and co-chaired by Kate Smither (Publicis), and featured a plethora of international speakers.

- 24 IPA Foundation Online Certificate
- 8 IPA Commercial Online Certificate
- 5 IPA EFF Test Online Certificate
- 18 IPA Strategic Planning Residential



"The best part was being able to chat strategy and state of the industry for 3 days with like-minded people, the broadening of perspective from the different speakers, and the feeling of empowerment at the end." - IPA Strategic Planning Delegate

Creative leadership course

AWARD's Creative Leadership Residential is the only custom-designed training program for senior creatives transitioning into leadership roles (15 in 2018). In recent years, three AWARD Creative Leadership alumni have gone on to be appointed AWARD School Heads. This year, international guest Susan Hoffman from W+K joined delegates for a day of training, guidance and insight.

"Moving from creative to creative director seemed like an intimidating step. And one I wasn't sure I'd ever be up for. But after this course it's absolutely my next move." - 2018 delegate



Award School

For the first time AWARD School ran off a national calendar which was a huge success, with 201 students graduating, and 256 speakers, tutors and judges participating across five states in 2018. This year, Edward King from Queensland was crowned Top Student, and took out the national prize to fly to San Francisco for a once-in-a-lifetime opportunity to train with Facebook.

Victoria's Top Student Phoebe Sloane was awarded national winner of the Social Brief - an AWARD initiative whereby students develop a campaign idea for Australia's most deserving social causes. In 2018, food rescue charity OzHarvest was selected for the initiative.

AdSchool courses

AdSchool is delivered by industry leaders for the industry for over 25 years. This year, courses were delivered across a national timetable offering core training programs in New South Wales, Victoria, Western Australia, Queensland and South Australia.



AdSchool Core Strategic Planning

Lecturers: Kate Smither (NSW), Amanda Windus (QLD), Sandra Brewer (WA), Anuj Mehra & Lily Tidy (VIC)

"Content was valuable and practical, and the group discussions were engaging."
- 2018 student

AdSchool Digital Strategy & Experience Design

Lecturers: Melina Hamilton (NSW), Alex Wood (VIC), Rob Hudson (QLD), Guy Turner (WA), Grant Baker (SA)

"It expanded thinking - with digital there are so many options for brands. Understanding new technologies a little bit more will be valuable in the future." - 2018 Student

AdSchool Advanced Strategic Planning

Lecturers: David Warren (NSW), Alex Wood (VIC), Erin Core (QLD), Paul Yole (WA)

"Reminded me why I got into this game. Loved dedicating time out of my week to talk about brands and why we love them." - 2018 student

AdSchool Account Management for Tomorrow

Lecturers: Chiquita King (NSW), Bryce Coombe (VIC), Rob Kent (QLD), Carolyn Mooney (WA)

"Really great atmosphere, fantastic lecturers and a well-rounded course" - 2018 student

AWARD School in numbers

- 483 Applications
- 201 Students
- 629 Graduation attendees
- 129 Application workshop participants
- 6 Mentees

AdSchool in numbers

- 249 Total Enrolments
- 26 Total Courses
- 9 NSW Courses
- 7 VIC Courses
- 5 WA Courses
- 4 QLD Courses
- 1 SA Courses

champion creativity

Creative thinking lives beyond the creative department and permeates every part of the business. In this modern era of creativity, great ideas have the potential to create real value and meaning by progressing popular culture, society and commerce. Our annual awards programs – AWARD Awards, Australian Effie Awards and Bravo Awards – recognise outstanding work in the areas of creativity, effectiveness and healthcare advertising and are vital in not only championing creativity but also cementing the relationship between creativity and effectiveness across our industry.

AWARD Awards

The 39th AWARD Awards, held at Carriageworks as part of the Semi Permanent festival, didn't disappoint with a record 48 golds presented, and a further 99 silver and 143 bronze awarded on the night.

Hosted by The Chaser Boys, the theme for the 2018 ceremony was "Count Yourself Lucky", and featured special guest appearance by W+K's Susan Hoffman, who presented the Chair's Choice award to Cummins&Partners, Revolver/Will O'Rourke and ARC EDIT for their collaboration on Stop The Horror.



The winners

Agency of the Year:
Host/Havas

Client of the Year:
ALDI Australia

Network of the Year:
Clemenger BBDO

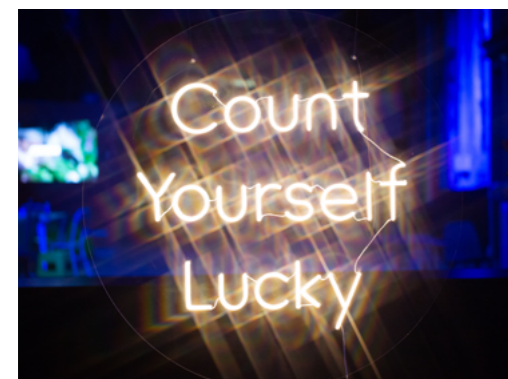
Best in Show &
Chair's Choice:
Cummins&Partners,
Revolver/Will

Creative Team of the Year:
Daniel Davison and Ashley
Wilding, CHE Proximity

O'Rourke and ARC
EDIT for their collaboration
on Stop the Horror.

Production Company of
the Year: Revolver/Will
O'Rourke

48 Gold Pencils
291 Awards
75 Judges



THE EFFECTIVE AGENCY OF THE YEAR



10th Anniversary
10 Gold Trophies
41 Awards
149 Judges

Australian Effie Awards

One decade on, the Effies remain one of the most important dates in our industry's calendar, with finalists undergoing rigorous judging processes.

The 10th annual Effies ceremony, which took place at ICC's Parkside Ballroom in Darling Harbour in Sydney on Thursday, 30 August, delivered 10 Gold Effies, and a further 14 Silver and 14 Bronze awards.

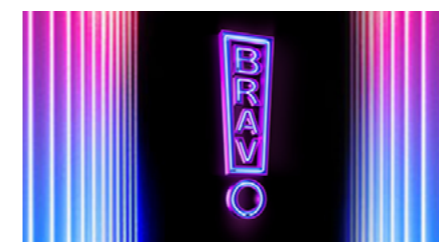
The awards night, emceed by Tom Gleeson, was considered an overwhelming success with more than 280 attendees, and 16 agencies and 21 clients awarded for outstanding measurable results.

"There is no higher award in marketing or media than an Effie ...the real value of the Effies is what they can teach media and marketing people about improving their own marketing effectiveness." – Mark Ritson, writing in *The Australian* on September 3rd.

Bravo! Awards

Bravo celebrates the world's best healthcare advertising, recognising the outstanding talent and achievements from the Asia Pacific region as part of the Global Awards.

Five Global Awards were presented to three Australian agencies at the annual Bravo! Awards ceremony in Sydney on November 13, hosted by The Communications Council.



The winners

Effective Agency of the Year:
CHE Proximity

Effective Advertiser of the Year:
ALDI Australia with agency BMF

Grand Effie:
Host/Havas for Defence Force Recruitment:
"How transforming the Defence Force's approach to recruitment delivered record returns"



The Australian 2018 Global Award winners

Pharma (Rx) Category:
Silver Award - Saatchi & Saatchi Wellness

Health & Wellness Category:
Silver Award - BWM Dentsu for Product Innovation
Silver Award - McCann Health for Social Video
Bronze Award - McCann Health for Copywriting
Bronze Award - Saatchi & Saatchi Wellness for Illustration

demonstrate value

Facilitating and recognising excellence in effectiveness is one of the key pillars of TCC, and in 2018 we continued to develop a longer-term view to marketing within industry through a series of initiatives including the inaugural Think:Long mini-summit, our bespoke value-based pricing workshops, the Effie Awards and our longstanding Salary Report.

Value-Based Pricing Workshops

Brilliant ideas that generate long-term results should be rewarded. The value-based pricing workshops hosted by The Communications Council presented a wonderful opportunity for agencies to explore new remuneration models based on business strategy and brilliant ideas rather than production and implementation.

For part one of the workshops (May), founder of VeraSage Institute Ron Baker delivered a foundations of value-based pricing one-day seminar to help agencies better understand the economics, principles, practices and impact of establishing a value-based model.



“Bury the timesheet and billable hour. We can’t use time to measure the worth of talent and creative and innovation. It’s the wrong measuring stick, yet we are so committed to this.”
- Ron Baker, 2018 Think:Long Summit

Advertising industry specialist and founder of the Ignition Group Tim Williams then ran a follow-up workshop designed to help members develop a specific approach by exploring ways to activate new pricing strategies in the agency. The popular workshops in Sydney and Melbourne (September) were attended by a total of 98 members, including finance leaders, commercial leads, creatives and planners.

Salary Survey

The Communications Council’s annual Salary Survey is recognised as the largest collection of salary information for creative agencies in Australia. Prepared in conjunction with digital survey experts, The Digital Edge, this report represents a comprehensive market view of current industry pay practice.

The 2018 survey comprised data from 93 agencies nationally, across 180 positions with a total of 4,531 staff.



\$470,742,753+ Total permanent salaries
\$115,804 Average permanent salary per position
55% M | 45% F Gender split
76% M | 24% F Gender split (senior management)

FROM SHEPHERD
DIRECTOR OF BRAND
AT FACEBOOK AND INSTAGRAM



Think:Long

Creative longevity was top of the agenda in 2018 with the launch of the bespoke AWARD and TCC summit, Think:Long - Short Talks on Creative Longevity, in partnership with Facebook.

The event, held at Carriageworks in Sydney, delivered a powerful four-hour show and live debate which set out to explore key questions surrounding the long-game, from building brand and trust over time, to the ‘long career’, and the future of pricing in advertising.

Terry Savage was invited to speak at the summit only a month prior to his final year as Executive Chairman of Cannes Lions, an association lasting 33 years. Meanwhile, Susan Hoffman of Wieden+Kennedy argued that creativity is about solving problems in new and surprising ways with her keynote talk ‘Bravery is Stupidity’. Jonathan Kneebone from The Glue Society addressed the ‘long career’ by connecting the dots between creativity and individuality. Ron Baker from the VeraSage Institute challenged the pricing model currently used by agencies and criticised the ‘timesheet’.



lead the industry

The Communications Council proudly provides guidance and leadership on issues of relevance to our members, from codes and regulations in advertising, to diversity and inclusion, and advocacy. Our work is further strengthened through collaboration and partnership with other industry leaders, as detailed below.



Alcohol Beverages Advertising Code Committee (ABAC)

TCC continues to sit on ABAC's management committee to ensure member's viewpoints are clearly understood. For the first time, ABAC introduced placement rules in the code which has resulted in a far greater workload for the adjudicators. Up until early November, the number of complaints had increased approximately 17% with upheld determinations increasing from 4 to 14. Of the upheld complaints, 9 were found in breach of the new placement rules. The role of influencers in social media remains an ongoing challenge; to date, ABAC has been unable to get assurances from all social media platforms that influencers can successfully age-gate their communications.



The Australian Association of National Advertisers (AANA) & AdStandards

TCC continues to work closely with the AANA to support the self-regulatory system and ensure it evolves to effectively meet community standards. Earlier this year, the AANA announced that the AANA and AdStandards boards would be merged into a single entity. TCC and other industry associations expressed concerns that the separate boards were essential for independence and the AANA, wisely, backtracked on the decision. The AANA is continuing to review the structure and governance of the current model and is due to consult with industry as to their preferred model early in 2019.



Codes and Regulatory Training

It's been a significant year in industry codes and regulations with several important updates, including the introduction of the EU General Data Protection Regulations in May, changes to the AANA Code of Ethics (eg. portrayal of body image, gender stereotyping, use of sexual appeal in advertising), and a range of updates to existing gambling and wagering advertising codes and standards.

The Communications Council works closely with industry bodies to ensure members are kept abreast of these relevant updates, with regular state-based codes and compliance training and ongoing correspondence.

Compliance training in 2018

16 sessions
222 participants

In addition, we provide submissions on our members' behalf, most recently with the ACCC Digital Platforms Inquiry and the Therapeutic Goods Administration (TGA) Advertising Code changes.



The Commercial Producers Council (CPC)

The TCC's Commercial Producers Council partners Screen Australia and The Australian Directors Guild to champion emerging female directors through its Commercial & Content Directing Mentorship programme. Now in its second successful year, talented young directors are paired with commercial production companies, with recipients spending several months with producers and directors from the production company they have been placed with, learning the ins-and-outs of commercial content production, and meeting potential clients and advertising agency representatives. All mentorees receive meetings with production companies, advertising agencies and clients to pitch for jobs, a workshop with Panavision and the potential of being offered ongoing representation at the end of the mentoring period.



Australian Government
Department of Home Affairs

Temporary Skills Shortages Visa

In April 2017, the Australian Government abolished the 457 visa effective March 2018, replacing it with a new Temporary Skills Shortages (TSS) visa. The vast majority of the ANZSCO occupation codes that the industry use are on the Short-Term Skills Occupation List, which allows a two-year temporary visa with no pathway to permanent residency. TCC, in conjunction with the MFA, has been working closely with the Department of Home Affairs to find an industry-wide resolution to the issue. We have lodged a comprehensive proposal, which has been favourably received and is under consideration. TCC is hopeful that a resolution might be identified early in 2019.



2018 Sponsors: Advertising Effectiveness

This year, Think TV continued their support of The Australian Effie Awards, which were presented by The Communications Council and AANA.



2018 Sponsors: Promoting Creativity

This year, we welcomed Facebook Australia and New Zealand as primary sponsors of AWARD School and other AWARD initiatives, such as the inaugural Think:Long creative summit.

calendar highlights 2018

February

Effie Awards Launch
7 Feb Sydney
15 Feb Melbourne
19 Feb Brisbane

AWARD School Info Night
7 Feb Sydney
Melbourne
Adelaide
Perth
Brisbane

The Graduate Program commences
21 Feb Sydney
Melbourne

AdSchool Design Thinking for Innovation
21 Feb Sydney

IPA Commercial Online Certificate 2018 National

March

Youngbloods NSW : Brands That Broke Through
5 Mar Sydney

Youngbloods QLD: A Night on the Green
8 Mar Brisbane

Youngbloods WA Sports Tournament
15 Mar Perth

AMG: The Work Behind The Work
15 Mar Melbourne

AdSchool Core Strategic Planning
20 Mar Sydney
Melbourne

Youngbloods VIC Launch
22 Mar Melbourne

April

AdSchool Account Management for Tomorrow
4 Apr Melbourne
10 Apr Sydney
24 Apr Brisbane

AWARD School commences
9 Apr Sydney
12 Apr Perth
16 Apr Brisbane
Adelaide

AdSchool Advanced Strategic Planning
10 Apr Perth

IPA Foundation Online Certificate
11 Apr National

AdSchool Core Strategic Planning
17 Apr Brisbane

Youngbloods WA: Bigwigs First Five
26 Apr Perth

May

Youngbloods QLD: The Work Behind The Work
2 May Brisbane

Eff Test Online Certificate
3 May National

AdSchool The Art of Persuasion Bespoke course
7 May Sydney
8 May Melbourne
9 May Sydney

AdSchool Digital Strategy & Experience Design
23 May Sydney
Perth
30 May Brisbane
Melbourne

Foundations of Value-Based Pricing with Ron Baker
24 May Sydney
28 May Melbourne

Youngbloods NSW: Very Noughty Trivia
24 May Sydney

Youngbloods WA: Get a Taste of 303MullenLowe
24 May Perth

AWARD Presents THINK:LONG
25 May Sydney

AWARD Awards
25 May Sydney

AWARD Creative Leadership
27 May Sydney

AMG: The Work Behind The Work
30 May Sydney

June

APG: Battle of Big Thinking at Vivid
5 Jun Sydney

AdSchool Copywriting
5 Jun Perth

APG: Brands v The Rise of the Machines
7 Jun Melbourne

Youngbloods WA Quiz Night
14 Jun Perth

AdSchool Account Management for Tomorrow
14 Jun Perth

AdSchool Advanced Strategic Planning
19 Jun Sydney

Youngbloods VIC: Speed Mentoring
21 Jun Melbourne

IPA Foundation Online Certificate
27 Jun National

July

AdSchool Advanced Strategic Planning
4 Jul Melbourne

AdSchool Core Strategic Planning
18 Jul Sydney
Perth

AWARD School Graduate Exhibition
24 Jul Perth

AWARD School Graduation Night
26 Jul Sydney
Melbourne
Brisbane
Adelaide
Perth

August

Youngbloods NSW: Innovate or Die
1 Aug Sydney

AMG & APG: Cannes Download
2 Aug Sydney
6 Aug Melbourne

AWARD School Ntl Announcement
7 Aug Sydney

Youngbloods NSW Buzzword Bingo
9 Aug Sydney

AWARD School Folio Night
20 Aug Sydney
22 Aug Melbourne

AdSchool Adv. Strategic Planning
22 Aug Brisbane

Youngbloods WA: Get a Taste of The Brand Agency
22 Aug Perth

Jump Start WA commences
26 Aug Perth

Effie Awards Ceremony
30 Aug Sydney

September

IPA Residential: Strategic Planning
2 Sep Sydney

AdSchool Account Management for Tomorrow
5 Sep Melbourne

APG: Martin Weigel's "Escape from Fantasy"
5 Sep Sydney
6 Sep Melbourne

IPA Foundation Online Certificate
12 Sep National

Activating New Pricing Strategies with Tim Williams
12 Sep Sydney
14 Sep Melbourne

AWARD: Cannes Download
12 Sep Adelaide

Youngbloods WA: Battle of the Ad Bands
14 Sep Perth

AdSchool Fearless Writing for the Digital Age
17 Sep Sydney

Youngbloods QLD Mad Mentors Trivia
19 Sep Brisbane

Youngbloods VIC Casuals
27 Sep Melbourne

October

AdSchool Advanced Strategic Planning
2 Oct Melbourne

Youngbloods WA: The Big Think
4 Oct Perth

Eff Test Online Certificate
4 Oct National

AdSchool Digital Strategy & Experience Design
15 Oct Adelaide

November

Youngbloods NSW: For Good's Sake
7 Nov Sydney

Youngbloods WA PADC After Party
9 Nov Perth

Youngbloods VIC: Career Limiting Moves
15 Nov Melbourne

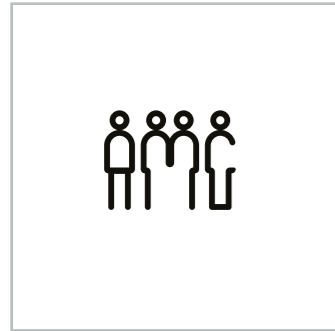
Bravo Awards
15 Nov Sydney

Youngbloods QLD: Thanksgiving Cheers
22 Nov Brisbane

AWARD School Application Workshop
23 Nov Perth
25 Nov Sydney
Melbourne

industry committees

The Communications Council facilitates a number of special interest groups which manage issues and develop initiatives to address emerging opportunities and challenges in the marketing communications industry. The committees are driven by a common goal, to raise the profile of agency value through best practice standards and principles.



Account Management Group (AMG)

Chair: Chiquita King, Managing Partner, DDB Sydney

The AMG hosted four events across Sydney and Melbourne this year, including the highly successful 'Work Behind the Work' which shared behind-the-scenes insights into some of Australia's most well-known campaigns, and the annual Cannes Download reel and panel discussion (co-hosted with the APG). The AMG also continue to play an integral role in developing and delivering the course content for the Account Management for Tomorrow AdSchool course.



Account Planning Group (APG)

Chair: Angela Morris, Chief Strategy Officer, J.Walter Thompson Australia

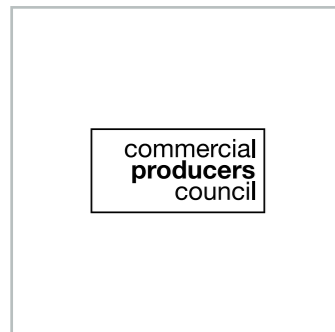
Five APG events were held across Sydney and Melbourne, including the Battle of Big Thinking at VIVID, Cannes Download (co-hosted with AMG), Brands v Rise of the Machines, and Martin Weigel's 'Escape from Fantasy'. Like the AMG, members of the APG play a central role in developing and delivering our AdSchool and IPA courses, ensuring the content of the courses remains at the forefront of industry thinking.



Australasian Writers and Art Directors Association (AWARD)

Chair: Mike Spirkovski, Chief Creative Officer, Saatchi & Saatchi Australia

In 2018, the AWARD Committee secured Facebook Australia and New Zealand as primary sponsors of AWARD, and launched the inaugural Think:Long mini-creative summit. The AWARD Creative Leadership course with special guest Susan Hoffman was a huge success, and AWARD continued to partner with Semi Permanent to hold the 39th AWARD Awards. This year, the award judging panel comprised creatives, agency CEOs, client CMOs, planners, directors and production company specialists to ensure the work was assessed by highly respected jurors across a broad range of disciplines.



Commercial Producers Council (CPC)

Co-Chairs: Lucas Jenner, Executive Producer, Rabbit
Karen Bryson, Executive Producer, FINCH

In 2018, the CPC released its guidelines manual, a best practice industry guide for its members covering quoting and bidding, production agreements, road safety, visa applications, confidentiality agreements and more. For the second year running, the CPC assisted in the design and implementation of the Commercial & Content Directing Mentorships, which pairs emerging female directors with commercial production companies to gain an insight into life as a director in the commercial space.



Healthcare Committee (HCC)

Chair: Stuart Black, Group CEO, Ward 6

HCC developed a healthy pitching guide for Australian healthcare marketers, hosted the Australian Bravo Awards, and made a series of submissions to the Department of Health concerning the Therapeutic Goods Administration (TGA) advertising code changes, which were rolled out in Q4 2018.



Youngbloods

NSW Chair: Chloe Saintilan
VIC Co-chairs: Matt Gardener & Spencer Ratliff
QLD Co-chairs: Nicole Klinakis & Rubini Gunaratnam
WA Chair: Sarah Kappeler

Youngbloods bridges the gap between young people and creative industries. Each year, our hard-working committee members from New South Wales, Victoria, Queensland and Western Australia deliver a knockout calendar of events and initiatives striking the perfect balance between education, networking and fun.



the comms council team

NSW



Tony Hale
Chief Executive Officer



Simone Goldstein
Professional Development Manager



Jo Libline
Events & Sponsorship Director



Jean Probert
Events Manager



Sara Lisboa
Membership & Systems Manager



Prue Tehan
Member Services



Lucia Elliott
Consultant



Mahsa Fratantoni
Media & Content Consultant



Kerstin Loop
Digital Designer

VIC



Amy Lee
Education & Member Services Manager



Danielle Norrish
Education & Member Services Manager



Hanns Bergs
Education & Member Services Manager



Micky Grant
Education & Member Services Manager

WA

QLD

SA

Interns & Graduates



Olivia Jones
NSW



Ella Brown
NSW



Sophie Elliott
NSW



Annabelle Sheridan
VIC



Mary Bocarro
WA

planner for 2019

Courses and timings may vary by state. For more information on schedules and to book visit communicationscouncil.org.au

COURSES	Time	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Graduate Program	6 months												
JumpStart WA Graduate Program	3 months												
IPA Online - Foundation Certificate	30 hrs				Exam		Exam			Exam			
IPA Online - EFF Certificate	35 hrs					Exam					Exam		
IPA Online - Commercial Certificate	8 hrs												
IPA Online - Digital Performance Certificate	10 hrs												
IPA Residential - Business & Agency Leadership	3 days							NSW					
IPA Residential - Strategic Planning	3 days										VIC		
AdSchool Core Strategic Planning	8 weeks				NSW, VIC, QLD, WA				NSW, SA				
AdSchool Advanced Strategic Planning	8 weeks					NSW, VIC					NSW, WA		
AdSchool Account Management for Tomorrow	8 weeks											VIC, WA, QLD	
AdSchool Digital Strategy & Experience Design	5 weeks												NSW, VIC, QLD, WA
AdSchool Copywriting	1 day												WA
AdSchool Shopper Marketing Boot Camp	1 day				NSW								
AdSchool Design Thinking	2 days				NSW								
AdSchool The Art of Persuasion*	1 day												
AWARD School	12 weeks												ALL STATES
AWARD School Application Workshop	1 day												NSW, VIC, WA
AWARD Creative Leadership	3 days					NSW							
AWARD Craft	8 weeks												NSW, VIC

*AdSchool In-house/Bespoke Training available at anytime. Contact us to discuss bespoke courses.

EVENTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AWARD Awards Ceremony				11 th								
Effie Awards Ceremony									3 rd			
AWARD School Graduation							31 st					
AWARD School National Announcement								7 th				

Thank You

On behalf of the entire team at The Communications Council, we would like to thank our corporate and associate members for your support throughout the year. To learn more about maximising your membership and the benefits available to you, contact our national office or your state representative.

A special thank you to our committee members, school chairs, presenters, tutors, awards judges and guest speakers for your dedication, professionalism and commitment in 2018. We are extremely proud to work with such talented industry leaders to help deliver our initiatives and events - from professional development, to award shows, to grassroots events - and we greatly appreciate your efforts and time.





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