

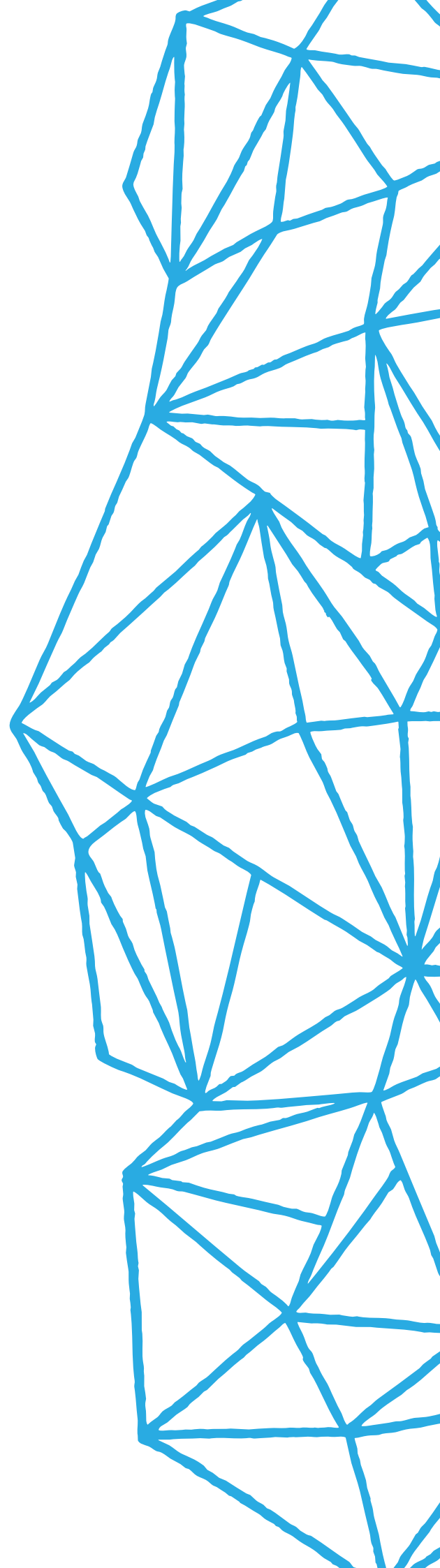


member  
report  
2019

the  
communications  
council



the  
communications  
council





# Contents

Note from the Chair.....	04
Note from the CEO.....	05
National Board.....	06
About The Communications Council.....	07
Our year in numbers.....	08
Our new vision for 2020.....	09
Key activities in 2019.....	10
Champion Creativity.....	11
Professional Development.....	12
Demonstrate Value.....	13
Our industry partners.....	15
Industry Committees.....	16
Grassroots events.....	17
Our year in review for 2020.....	18
The Communications Council team.....	19
Planner for 2020.....	20
Thank you.....	21



## Note from the Chair

---

When business confidence takes a hit in Australia, it's virtually guaranteed that our industry's confidence will follow suit. This year, advertising has faced tough challenges that have stemmed from the downturn in business confidence, to say nothing of the increasingly tough regulatory environment we find ourselves facing. Not to mention what seems like a string of reports highlighting the trust – or lack of it – in which our profession is held among Australians.

Am I gloomy? Far from it. One of the best qualities about our profession is resilience, and we have demonstrated that in spades during 2019.

What can we learn from the so-called 'trust crisis' and levels of confidence in the wider business community?

I believe that we have a sensational opportunity right now to demonstrate the value of creativity to business. We need to show the Australian business community that creativity can and should be one of its most important tools for growth. We need to educate business that advertising agencies don't just make ads: agencies can fundamentally change business trajectories – for the better.

It's only by convincing business of this truth that we'll be able to achieve one of our core objectives: to make advertising the most valued and trusted profession in Australia.

2020 will be an exciting year for all of us: the challenge will be ensuring the business community joins us in that excitement.

---

### Mark Green

CHAIR  
THE COMMUNICATIONS COUNCIL

LEAD  
ACCENTURE INTERACTIVE ANZ

GROUP CHIEF EXECUTIVE OFFICER  
& CO-FOUNDER  
THE MONKEYS



## Note from the CEO

---

If I had to single out a highlight of 2019 for our organisation in a very successful year, it would have to be the publication in September of the ground-breaking new report on advertising effectiveness in Australia. Co-authored by advertising effectiveness luminaries Peter Field and Rob Brittain, Australian Advertising Effectiveness Rules is the first look at the Australian Effies database, and was launched at events in Sydney and Melbourne, with Rob personally presenting the findings to sell-out audiences. This is the first time any market outside the UK has confirmed Les Binet and Peter Field's findings.

As the peak body of an industry that undergoes what seems like constant change and evolution, The Communications Council too needs to evolve.

I would like to thank all those who attended or contributed to the members' meetings in the last quarter of the year, where a new vision for our organisation was presented and enthusiastically debated. I'm pleased to say that in 2020, this vision will manifest itself via a range of major initiatives, some of which have already been announced including the exciting revamp of AWARD Awards.

We all welcome two incoming new members of our Board in 2020, Lindsey Evans (Founding Partner and CEO, Special Group Australia) and Chris Howatson (CEO, CHE Proximity).

I would also like to thank Mark Green, the board, our members, partners and volunteers for their selfless commitment throughout 2019. Our efforts to rebuild The Communications Council continue to gather momentum.

---

**Tony Hale**

CEO  
THE COMMUNICATIONS COUNCIL



**Mark Green | Chair**  
Lead, Accenture Interactive ANZ  
Group Chief Executive Officer & Co-Founder, The Monkeys



**Laura Aldington**  
Chief Executive Officer  
Host/Havas



**Gavin Bain**  
Chief Executive Officer  
Meerkats



**Lindsey Evans**  
Founding Partner & CEO  
Special Group



**Paul Bradbury**  
Chief Executive Officer ANZ  
TBWA Group



**Tara Ford**  
Chief Creative Officer  
DDB Sydney



**Chris Howatson**  
Chief Executive Officer  
CHE Proximity



**Jonathan Isaacs**  
Chief Financial Officer  
Clemenger Group



**Michael Rebelo**  
Chief Executive Officer ANZ  
Publicis Group

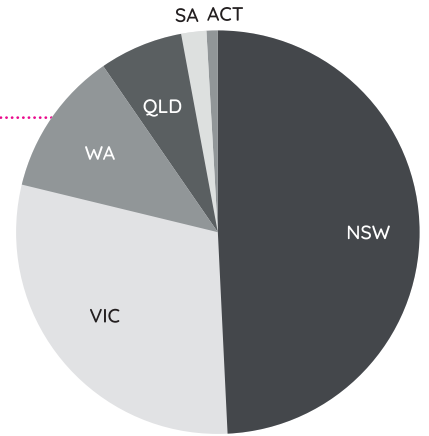


**Lorraine Jokovic**  
Chief Executive Officer  
LOUD

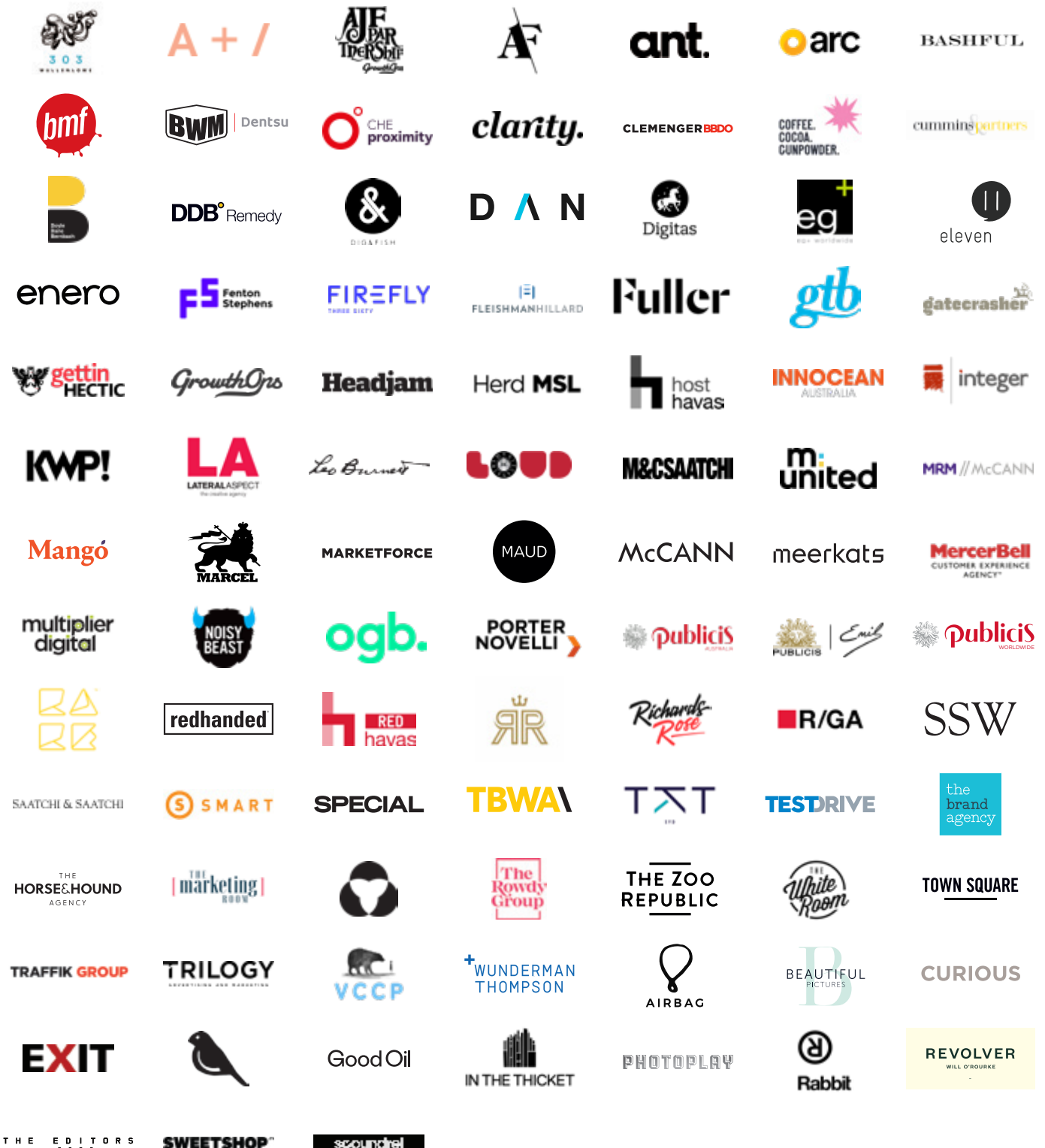
# About

## 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.



## Our Members



# Our year in numbers

## MEMBERSHIP



138

Member offices



4,698

Professionals  
employed

## PROFESSIONAL DEVELOPMENT



50

Courses



800

Enrolments



22,421

Hours formal  
professional  
development



47

Graduate program  
placements



212

AWARD School  
graduates

## EVENTS AND SEMINARS



63

Events



5,607

Attendees



15,305

Hours informal  
learning

COMMERCIAL CREATIVITY



2

Award shows



1,327

Award entries



276

Judges



308

Awards presented

SALARY SURVEY



3,903

People surveyed



180

Positions included



81

Agencies participated

COMPLIANCE TRAINING



13

Sessions



134

Participants

# About us

## Positioning

### WHY WE EXIST

To foster the long-term prosperity of our members.

### OUR VISION

To make advertising the most valued professional service in Australia.

### BRAND POSITIONING

We exist to advance the practice, reputation and influence of the advertising industry.

## Key Pillars



### CHAMPION CREATIVITY

Champion creativity as a force to progress commerce, culture and society.



### PEOPLE DEVELOPMENT

Build professional talent through accreditation and diversity.



### DEMONSTRATE VALUE

Prove that advertising delivers significant value to brands, and ensure our members get paid appropriately for delivering that value.

ACCREDITATION & INDUSTRY LEADERSHIP

## Our Network



# Major projects for 2020

Over the last two years, we have moved strongly forward with our vision to make advertising the most valued professional service in Australia.

The following four initiatives will be priority projects for The Communications Council and board in 2020.

## Accreditation

We firmly believe that for our industry to build greater trust and respect across the wider business community, we need to establish and report to minimum accepted standards. In 2020 we will begin re-introducing Agency Accreditation via a phased approach that we expect to complete over three years. This program will include reporting and collecting information in the first year; setting the standards in the second year; and a full rollout in 2022. By 2022 we also expect to introduce Individual Accreditation.

## Advertising Industry Labour Agreement (AILA)

In March, The Communications Council welcomed the introduction of a five-year AILA to cover key skills shortages in the Australian advertising sector. The agreement was reached following significant collaborative work between The Communications Council, the Media Federation of Australia (MFA) and the Department of Home Affairs (DHA).

The labour agreement will enable approved businesses to sponsor skilled overseas workers for visas in specified advertising industry roles where there is a demonstrated need that cannot be met in the Australian market.

Between The Communications Council and the MFA, we have an annual cap of 300 visas under the AILA. A new joint venture is being established with the first visas expected to be granted in Q1 2020.

## A Modernised Awards Program

We were excited to announce in Q4 of 2019 a complete structural overhaul of AWARD Awards in time for the 41st Awards in 2020. Key elements of the revamp, which effectively modernise AWARD Awards in line with Cannes and D&AD, include the expansion of categories to open the awards to a substantially broadened base of creative practitioners; and to transform AWARD Awards into a three-day festival of creativity that will include live judging, culminating in a new-look awards ceremony. We were pleased that the revamp announcement attracted considerable media interest, as well as very encouraging numbers of entries for the 41st AWARD Awards.

## Building pathways with the indigenous community

The successful introduction of AWARD School Indigenous Scholarships in 2019 was a key initiative in our determination to facilitate greater participation in our industry among Aboriginal and Torres Strait Islanders. There were seven Indigenous applicants for the AWARD School Scholarship in its inaugural year, with two Scholarships awarded to Alysha Menzel and Brad Cooke. We were delighted that Alysha, from South Australia, was awarded top AWARD School graduate for her state. The Indigenous Scholarship will continue in 2020 and we will strongly promote the program in anticipation of greater interest next year.

commercial  
producers  
council

Ad  
School

AWARD  
SCHOOL

IPA



**CHAMPION  
CREATIVITY**



Creative thinking lives beyond the creative department and permeates every part of our business.

Our role is to drive confidence in the power of creativity, and inspire the broader business community to see that great ideas have the potential to create real value and meaning by progressing culture, commerce and society.

### AWARD Awards

The 40th AWARD Awards, held at Australian Technology Park, didn't disappoint with a record 58 gold presented, and a further 80 silver and 129 bronze awarded on the night.

Hosted by The Chaser Boys, the theme for the 2019 ceremony was "Turn Hate into Gold", and featured a special guest appearance by Johannes Leonardo's Leo Premutico, who presented the Chair's Choice award to GREYnJ UNITED for 'Friendshit'.

### 40<sup>TH</sup> AWARD AWARDS CEREMONY

**58** Gold Pencils

**267** Awards

**101** Judges

**1118** Entries

### THE WINNERS

**Agency of the Year**  
Clemenger BBDO Sydney

**Network of the Year**  
BBDO

**Creative Team of the Year**  
Lennie Galloway and Thomas Gledhill  
FCB New Zealand

**Best in Show**  
CHE Proximity for AutoAds

**Best in Show Charity**  
BWM Dentsu for Project Revoice

**Production Company of the Year**  
FINCH

**Client of the Year**  
Carsales.com.au



## Leo Premutico Unplugged

AWARD held a presentation and Q&A with Leo Premutico, chair of judges for this year's AWARD Awards titled "Championing your Instincts in Advertising" in Sydney, moderated by Jonathan Kneebone.

## AWARD Work Behind the Work

The Work Behind the Work is an event bringing inspiring behind-the-scenes insight into some of Australia's finest creative campaigns and the teams involved in bringing them to life. They talked about process, inspiration and the all-important client relationships.

## CAMPAIGNS PRESENTED

### Sydney

- Project Revoice - BWM Dentsu
- Berlei - The Monkeys
- AutoAds - CHE Proximity

### Melbourne

- Myer Christmas Bauble - Clemenger
- BBDO, Australian Red Cross - Cummins & Partners
- Asahi - The Monkeys





## PEOPLE DEVELOPMENT



The industry thrives when multiple perspectives are applied to a problem. Our programs aim to broaden talent pathways, invest in careers, and raise the collective standards of our industry via a range of formal and informal training programs and events.

Whether via The Graduate Program, IPA Courses, AWARD and AdSchool, or grassroots events, we're all about building world-class careers and preparing our industry for the demands of the future.

### AWARD

#### AWARD CRAFT - Pilot course

13 participants (Sydney)

Due to industry demand, the AWARD Committee and Committee Member, Jonathan Kneebone, designed a five week AWARD Craft Course. A pilot was run in Sydney in 2019 with James Harvey as chair. Topics included Strategy, Writing, Art Direction and Writing TV with guest lecturers including Jonathan Kneebone, Julian Schreiber, Barb Humphries and Ben Welsh.

#### AWARD Creative Leadership Residential

15 delegates (Sydney)

AWARD's Creative Leadership Residential is the only custom-designed training course for senior creatives transitioning into leadership roles. This year, Warren Brown chaired the course and Mike Spirkovski, Tara Ford and Scott Nowell were daily chairs. The 2019 special guest speaker was international guest and AWARD School Alumni Leo Premutico from Johannes Leonardo.

"Really appreciate everyone's time and efforts in putting together this course. I took a lot out of it and would recommend it to anyone thinking about moving from creative to creative direction."

AWARD Creative Leadership delegate.





## AWARD School

In 2019, two new initiatives were incorporated into the AWARD School program – an Indigenous Scholarship Program, and a Regional Program. The “class of 2019” included 212 students who were supported by 7 school heads, 53 speakers, 97 tutors and 72 judges participating across six states (NSW, VIC, WA, QLD, SA & NT).

Hannah Lawson from Victoria was crowned the Top Student, taking out the national prize of attending the London International Awards Creative Liaisons, courtesy of AWARD committee member and founder of Clerehan Pty Ltd, Esther Clerehan.

New South Wales student Laura Grimshaw was awarded national winner of the Mobile Brief – an AWARD initiative whereby students develop a campaign idea for Australia’s most deserving social causes. In 2019, Whitelion was selected for the initiative.

## AWARD SCHOOL IN NUMBERS

**518** Applications

**212** Students “Class of 2019”

**600+** Graduation Attendees

**140** Application Workshop Participants

## Regional Program

For the first time, AWARD School was open to those living in regional Australia, via a pilot program that looked to bring increased diversity and inclusivity to the advertising industry. AWARD School will be looking to expand the program in 2020 and would like to thank our member agency and partner Redhanded, for their support.

## Indigenous Scholarship Program

2019 marked the first year of AWARD School’s Indigenous Scholarship Program - a significant step forward in our ambition to develop indigenous pathways in the industry. The Scholarship itself includes acceptance into the AWARD School Application Workshop, and then, if selected through the blind judging process to enter the AWARD School program, fees covered for the course itself. In its inaugural year, two students were awarded the Scholarship, with one - Alysha Menzel from South Australia - awarded the top student in the State.

## AWARD SCHOOL INDIGENOUS SCHOLARSHIP

**7** Applied for AWARD School

**3** Accepted into AWARD School

**2** Accepted Scholarships

“(The course) has shown the skills that Indigenous people can bring to advertising, not to mention the pride it brings to their mob.”

Brad Cooke, Class of 2019 and recipient of the inaugural AWARD School Indigenous Scholarship Program.



## PEOPLE DEVELOPMENT

### AdSchool

For over 25 years, AdSchool has been developing future talent, delivered by current industry leaders. This year, courses were delivered across a national timetable offering core training programs in five states.

### ADSCHOOL IN NUMBERS

**313** Total Enrolments

**29** Total Courses

11 NSW Courses	9 VIC Courses
6 WA Courses	2 QLD Courses
1 SA Courses	

#### AdSchool Core Strategic Planning

Lecturers: Kate Smither (NSW), Carl Ratcliff (NSW), Anuj Mehra (VIC), Brigitte Bayard (VIC), John Linton (WA), John McLaren (SA)

“During the course I learnt many tools, frameworks, exercises that have already been helpful to frame thinking and apply in my day to day job.”

2019 AdSchool Participant

#### AdSchool Advanced Strategic Planning

Lecturers: David Halter (NSW), Tom Donald (NSW), Alex Wood (VIC), Melanie Wiese (WA), Erin Core (QLD)

“The lecturer was super engaging, interesting and responsive to the class... I liked the level of information and resources referenced... Finally, he brought in an amazing mix of experts (guest speakers) to the sessions who really were leaders in their fields.”

2019 AdSchool Participant

#### AdSchool Account Management for Tomorrow

Lecturers: Matthew Michael (NSW), Kate Sheppard (NSW), Bryce Coombe (VIC), Jessica Hughes (VIC), Sandra De Witt (WA)

“It has reshaped my thinking towards advertising, strategy and branding. I was also able to gain a valuable insight into the industry through guest speakers who all came with different perspectives and interesting information.”

2019 AdSchool Participant

#### AdSchool CX Strategy & Experience Design

Lecturers: Jay Morgan (NSW), Alex Wood (VIC), Chris Andrawes (WA), Rob Hudson (QLD)

“A great way to dive right into the UX waters with great content on the real impact that great UX can have on society.”

2019 AdSchool Participant

#### AdSchool Using Data to Drive Creative Effectiveness - PILOT COURSE

Lecturer: Robert Brittain (NSW)

“A thought provoking and invaluable lesson about the fundamentals of how to build a brand. Everyone working in advertising today needs to listen to what Rob has to say.”

2019 AdSchool Participant



## 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.

### IPA IN NUMBERS

**30** IPA Foundation  
Online Certificate

**4** IPA Commercial Online Certificate

**1** IPA Digital Performance  
Online Certificate

**5** IPA EFF Test Online Certificate

**15** IPA Business & Agency Leadership  
RESIDENTIAL

### IPA Business & Agency Leadership Residential

IPA Business & Agency Leadership is a three-day residential course designed to provide tomorrow's agency leaders with what it takes to run a profitable, harmonious and forward-thinking business. In 2019, IPA Chair Michael Rebelo alongside Co-Chair Laura Aldington curated a course 100% beyond delegate's expectations. Speakers included Chris Howatson, Nicole Taylor, Mark Green, Chiquita King, Adrian Paul to name a few.

"The IPA Business and Agency leadership course was fantastic. Mike and Laura did a fantastic job building an extremely helpful agenda and facilitating very robust discussions."

IPA Delegate

## Reconciliation Action Plan

In 2019 we worked on producing a Members' Guide for developing a Reconciliation Action Plan (RAP). Essentially, a RAP is a plan to develop respectful relationships and create meaningful opportunities with Aboriginal and Torres Strait Islander peoples.

In practical terms it is a strategic document that should be created in alignment with your business strategy so that it becomes integral to the big picture in your organisation. It is designed to drive practical actions that will ensure your organisation's contribution to reconciliation both internally and in the communities in which your business operates.

## Codes and Regulatory Training

Once again we saw a year of important updates, changes and reviews in industry codes and regulations. In January, the new Therapeutic Goods Advertising Code No 2 came into force, with the onus on advertisers working with healthcare clients to make sure their ads are compliant at all times. Changes in the new Code included pre-approvals, product claims and health warnings.

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.

In addition, we provide submissions on our members' behalf, most recently with the AANA Code of Ethics review.



## DEMONSTRATE VALUE

CAMPAIN  
OVERTAKING THE CLASSICS  
TO BECOME AUSTRALIA'S  
FAVOURITE BEER

MELBOURNE

UNITED BREWERIES

Author/General Manager  
Executive Creative Director  
Author/Chief Strategy Officer  
Chief Executive Officer  
Chief Marketing Officer  
Marketing  
Marketing

JONNY BERGER  
EVAN ROBERTS  
LILLIAN SOR  
JAN CRAPS - CUP  
PETER FL...  
RICHARD OPPY  
ALEX LAMBRECHT  
BRIAN PAHN - CUP  
ANTONIA CIO



Advertising is a vital element to a thriving economy, and facilitating and recognising its value is one of the key pillars of The Communications Council.

The Communications Council would like to thank principal Effies sponsor ThinkTV for their outstanding ongoing support.

In 2019, we continued to promote advertising and its effectiveness through a series of initiatives including the launch of the 'Australian Advertising Effectiveness Rules' report and Effies Work Behind the Work, our bespoke Value-Based Pricing workshops, the Effie Awards, and our long-standing Salary Survey.

### Australian Effie Awards

Eleven years on, the Effies remains one of the most important dates in our industry's calendar, with finalists undergoing one of the most rigorous judging processes imaginable.

The 11th annual Effies ceremony took place at the ICC's Parkside Ballroom in Darling Harbour on Thursday, 5 September. On the night, nine Gold Effies, 16 Silver and 14 Bronze awards were awarded.

The awards night, hosted by Julia Morris, was considered an overwhelming success with 319 attendees, 15 agencies and 191 clients awarded for outstanding measurable results.

ThinkTV remains a key sponsor of the Effies program.

### 11<sup>th</sup> EFFIE AWARDS

**9** Gold **41** Awards **175** Judges

### THE WINNERS

Effective Agency of the Year | BMF

Effective Advertiser of the Year | ALDI Australia

Grand Effie | Clemenger BBDO Melbourne for Carlton & United Breweries "Overtaking the Classics to become Australia's favourite beer"

"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, The Australian, 3 September.

### Effies Database

'Australian Advertising Effectiveness Rules' was launched in 2019, with the ground-breaking new report into advertising effectiveness co-authored by advertising effectiveness luminaries Rob Brittain and Peter Field.

The report marks the only time anywhere in the world outside the UK that a report on advertising effectiveness has validated the conclusions of Peter's renowned research work with fellow effectiveness guru Les Binet.

### Key findings include:

- Broad targeting remains the most effective approach in delivering larger impacts on brand profit growth;
- Longer duration campaigns are more effective in driving business measures;
- The impact of longer duration campaigns builds cumulatively over time, therefore longer campaign evaluation periods reveal stronger campaign effects;
- Emotional campaigns are more effective at impacting long-term market share growth



## Work Behind the Work

Effies Work Behind the Work events were held in Sydney, Melbourne & Perth, giving members a unique opportunity to hear from Peter Field (direct from the UK) and Rob Brittain as they unveiled their groundbreaking new report. Effies winning case studies were also featured in a behind-the-scenes look at what it takes to drive truly effective work.

### SYDNEY

How reviving its original purpose reversed 8 years of decline for NRMA Insurance  
The Monkeys and IAG

ALDI Good Different Phase 2 - Questioning the cult of loyalty  
BMF

### MELBOURNE

Great Northern “Overtaking the Classics to become Australia’s favourite beer”  
Clemenger BBDO

Officeworks  
AJF GrowthOps

### PERTH

How reviving its original purpose reversed 8 years of decline for NRMA Insurance  
The Monkeys and IAG

Turning a box of nothing into breakfast for WA kids  
The Brand Agency

## 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 2019 survey comprised data from 81 agencies nationally, across 180 positions with a total of 3903 staff.

Total Permanent salaries

**\$419,768,431**

Average permanent salary per position

**\$121,355**

Industry Gender split

**44% M / 56% F**

Gender split (senior management)

**73% M / 27% F**

## Value Based Pricing

Value Based Pricing initiatives continued in 2019, with February workshops in both Melbourne and Sydney led by international expert Tim Williams. A number of our members also chose to bring Tim into their own agencies for workshops with their broader teams. Widely-regarded as one of the most valuable initiatives The Communications Council has led in recent years, we will be continuing this work in 2020 with the launch of the Value Based Pricing Playbook.

# Industry Partners

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

## ADVOCACY

### AANA & AdStandards

As in previous years, in 2019 we worked closely with the Australian Association of National Advertisers (AANA). In September, the AANA announced that its Code of Ethics, the self-regulatory industry code, would receive a full review, a development we welcomed. The review of the self-regulatory code is held every seven years, with the last review in 2012. The code aims to ensure that ads and marketing communications are “legal, decent, honest and truthful” and “aligned with prevailing community standards” across all media and formats.

All key stakeholders were invited by the AANA to take part and as such we provided a detailed submission to the AANA as part of the review process. The outcome is expected to be published in early 2020.



### Alcohol Beverages Advertising Code Committee (ABAC)

The Communications Council continues to sit on ABAC’s Management Committee to ensure member viewpoints are clearly understood. The third quarter of 2019 saw higher complaint and determination levels and a continued increase in packaging complaints. ABAC held its annual compliance training webinar in September. The webinar had over 300 participants, including many from small independent alcohol companies, and provided a valuable opportunity for alcohol companies and their agencies to receive free education on ABAC compliance by the ABAC Chief Adjudicator, Professor Michael Lavarch AO and one of ABAC’s senior pre-vetters, Ross Moyle.



### Therapeutic Goods Advertising Involvement Update

The Communications Council continues to be closely involved in the regulation of advertising/communications of Over the Counter (OTC) therapeutic goods and services. The last 18 months have seen major changes in both the framework and structure of the regulatory system. The system has been changed from co-regulatory which included all stakeholders to TGA regulated taking control of all parts of the regulatory framework from actual code reform, to complaints handling and policing and education.



### Media Federation of Australia (MFA)

The Communications Council has collaborated with the MFA for many years, most recently in a joint initiative with the Department of Home Affairs to identify a solution for the skills shortages across Australia, now known as the Advertising Industry Labour Agreement (AILA).

## PARTNERS

### DVM Law

The Communications Council has been working with DVM Law for over 15 years, with partners Stephen von Muenster and Stephen Digby providing important updates and advice for our members on all areas relevant to the industry. This service is an important part of our offering, and we're grateful to DVM Law's ongoing service to our members.



DIGBY VON MUENSTER



### ThinkTV

For the third year running, we struck a sponsorship deal with ThinkTV to support the Australian Effie Awards, which were presented by The Communications Council and AANA, as well as the major launch this year of the Australian Advertising Effectiveness Rules report, a first look at the new Australian Effies Database.

### Facebook

In 2019 we were delighted to continue for a second year our sponsorship agreement with Facebook Australia and New Zealand to promote creativity. Facebook is the primary sponsor of AWARD School and other AWARD initiatives, including special AWARD Work Behind the Work events held in Sydney and Melbourne.

# facebook



### Paprika

Paprika's mission is to help agencies make the most of their time and talent through job-costing, planning and accounting software. Partnering with The Communications Council for the last 2 years to produce the annual Salary Survey, Paprika is used by clients in over 20 countries around the world.

# 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.



## Account Planning Group (APG)

### Co-Chairs:

Kate Smither, The Tall Planner

Ben Hourahine, Strategy Partner, AnalogFolk Australia

In February, we announced that Kate Smither and Ben Hourahine had been appointed new APG Co-Chairs.

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.

A key highlight of the APG calendar was once again this year's Battle of Big Thinking, held as part of VIVID Sydney for the ninth year running.

## Australian Writers and Art Directors Association (AWARD)

### Chair:

Cam Blackley, Chief Creative Officer, M&C Saatchi

### Outgoing Chair:

Mike Spirkovski, Chief Creative Officer, Saatchi & Saatchi

In 2019 AWARD welcomed Cam Blackley as chair of the Committee with Facebook Australia and New Zealand continuing their support as the primary sponsors of AWARD. The AWARD Creative Leadership course with special guest Leo Permutico was a resounding success, with Leo also hosting an 'Unplugged' grassroots event in Sydney.

The 40th AWARD awards were held at Australian Technology Park. 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.



**AWARD**



### Commercial Producers Council (CPC)

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

In 2019 the Commercial Producers Council reconfigured its membership fee structure to give existing as well as new members greater choice and increased value, including customisable member benefits and two additional entry-level tiers for smaller operators and sole traders. The CPC also announced a change in its preferred payment terms, which were adopted by all members from 1 July. More recently, the CPC has launched its standalone website, [commercialproducerscouncilorg.au](http://commercialproducerscouncilorg.au), the destination for further announcements, membership enquires, resources and downloads. The Communications Council continues to provide membership and administrative support.



### Young Bloods

National Chairs:  
Matt Gardener, Head of Growth, MUSO  
Linh Diep, Account Manager, Publicis Worldwide

2019 has perhaps been the biggest year in the history of Youngbloods. The year began with the announcement and launch of a new 'Youngbloods Australia' national organisational structure, strategy and new brand identity. All were formed around the intention of taking the Youngbloods organisation from a passive state in the industry to an active one. The vision is for the organisation to become integral to the growth and development of young people in the Australian advertising industry. With the year off to a flying start, many successful events under the new framework were held, such as: Speed Mentoring (VIC, NSW), First Blood (QLD), Battle of the Bands (WA) and Do You Mind (NSW,VIC).



# Grassroots events

Time to get the team together for a night of inspiration, education and networking? Every year, The Communications Council facilitates a range of grassroots events designed to share the latest in global and local excellence with our members. From much-loved annuals such as the Cannes Download, to topical events such as panel discussions and international speakers, there's something for everyone on our event Calendar.

## Hunting with One Bullet

Hosted inside McCann Sydney and Isobar Melbourne the 2019 calendar kicked off with panel discussions on **What's was the one thing to get right in 2019?** Topics included the conditions that foster creativity inside agency, brand effectiveness and being brave in 2019.

## APG Presents: Battle of Big Thinking

Now in its ninth year, the Account Planning Group (APG)'s Battle of Big Thinking was held as part of Vivid Sydney. This year's theme - **'Has trust left the building?'** - was valiantly battled over by teams captained by Kate Smither (The Tall Planner & APG Co-Chair) and Carl Ratcliff (Chief Strategy Officer, DDB Sydney). The evening was MC'd and moderated by Nine Entertainment Presenter Shelly Horton, and supported by Nine client solutions division, Powered.

## Cannes Download

The annual Cannes Download was presented in Sydney and Melbourne, with over 350 people gathering to watch a showreel of this year's award-winning work, followed by a panel discussion and Q&A in both cities.

Panellists discussed the dominance of purpose-driven campaigns amongst this year's winners, asking whether the industry had lost its sense of humour in light of global events. Also covered was the dominance of the USA in awarded work, and the role and relevance of Cannes as an annual festival for creativity.

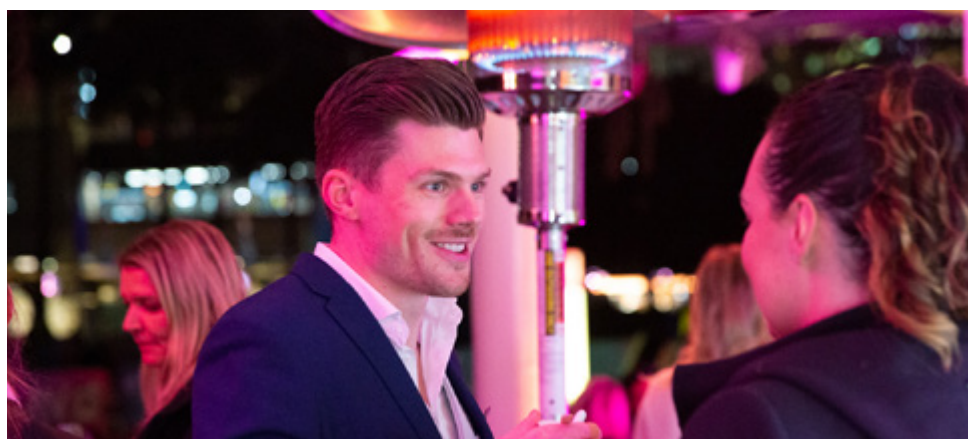
## Speed Mentoring

Youngbloods and The Communications Council held their annual Speed Mentoring series in Sydney and Melbourne, with over 60 Mentors and 130 Mentees attending across the two events. Throughout each event Mentees - who ranged from graduates wanting to crack into the industry to those who've already worked in it for a couple of years - spent five minutes chatting to a Mentor before switching tables for five minutes with another Mentor. With bells going off every five minutes telling people to switch, it was like speed dating - only with a different objective!

Mentees were supplied some suggested questions to ask their Mentors which ranged from career advice to industry insights and trends. And no questions were off-limits.

## 2019 Agency vs Agency Mixed Netball Comp

The inaugural Agency vs Agency Mixed Netball Competition was held in Melbourne and was a highlight in the Victorian industry's social calendar. The competition, with 220 people from 15 agencies featured teams learning the rules, having fun and hopefully winning a few games along the way. Honours for the competition went to the Noisy Beast team.



# Calendar highlights 2020

## February

### AWARD School Info Night

06 Feb Sydney, Melbourne, Adelaide, Perth, Brisbane

### Effie Awards Launch

12 Feb Sydney  
21 Feb Melbourne

### Value Based Pricing

14 Feb Melbourne  
26 Feb Sydney

### Hunting with one Bullet

21 Feb Melbourne  
28 Feb Sydney

### AdSchool Graduate Program commences

27 Feb Sydney  
27 Feb Melbourne

## March

### AdSchool Core Strategic Planning

19 Mar Sydney  
20 Mar Perth

### AdSchool Account Management for Tomorrow

20 Mar Melbourne  
28 Mar Sydney

## April

### Youngbloods QLD presents Round One: First Blood

04 Apr Brisbane

### AWARD School commences

08 Apr Sydney, Melbourne  
15 Apr Darwin, Adelaide, Regional Program  
16 Apr Perth

### AdSchool Core Strategic Planning

09 Apr Melbourne

### AWARD presents Unplugged with Leo

10 Apr Sydney

### AWARD Awards

11 Apr Sydney

### AWARD Creative Leadership

14-16 Apr Sydney

### AdSchool Advance Strategic Planning

30 Apr Sydney

## May

### AdSchool Advanced Strategic Planning

01 May Melbourne

### AWARD presents The Work Behind the Work

14 May Sydney  
15 May Melbourne

### Youngbloods NSW presents Do You Mind?

29 May Sydney

### Youngbloods WA presents Get a Taste of Clarity

30 May Perth

## June

### APG: Battle of Big Thinking at Vivid

04 Jun Sydney

### Youngbloods VIC presents Speed Mentoring

20 Jun Melbourne

### AdSchool CX Strategy & Experience Design

25 Jun Brisbane  
26 Jun Perth

### AdSchool Better Business Through Better Briefs BESPOKE

26 Jun Perth

### Youngbloods WA presents Get a Taste of Meerkats

26 Jun Perth

## July

### AdSchool Core Strategic Planning

09 Jul Adelaide  
16 Jul Sydney

### AdSchool CX Strategy & Experience Design

10 Jul Melbourne  
17 Jul Sydney

### Youngbloods WA presents Quiz Night

19 Jul Perth

### Cannes Download

23 Jul Sydney

### Youngbloods QLD presents Smells Like 90's Trivia

25 Jul Brisbane

### AWARD School Graduation Night

31 Jul Sydney, Melbourne, Brisbane, Adelaide, Perth

## August

**Cannes Download**  
07 Aug Melbourne

**AWARD School National  
Announcement**  
08 Aug Sydney

**IPA Residential - Business  
& Agency Leadership**  
11-13 Aug Sydney

**AdSchool Jump Start WA  
Graduate Program Commences**  
27 Aug Perth

**AWARD School Folio Night**  
28 Aug Melbourne

## September

**AdSchool Account  
Management for Tomorrow**  
03 Sep Melbourne  
03 Sep Perth  
05 Sep Sydney

**AWARD School Folio Night**  
04 Sep Sydney

**Effie Awards**  
05 Sep Sydney

**AdSchool Advance Strategic  
Planning**  
10 Sep Brisbane  
25 Sep Sydney, Melbourne,  
Perth

**AdSchool Strategic Planning  
Workshop BESPOKE**  
12 Sep Melbourne

**Youngbloods VIC presents WIP**  
12 Sep Melbourne

**Youngbloods NSW presents Trivia**  
12 Sep Sydney

**Youngbloods WA presents  
Bullshit Battle of the Ad Bands**  
13 Sep Perth

**Effies presents  
The Work Behind the Work**  
18 Sep Melbourne  
19 Sep Sydney

**AdSchool Art of Persausion  
BESPOKE**  
30 Sep Melbourne

## October

**AdSchool Art of Persuasion  
BESPOKE**  
01 Sep Melbourne  
02 Sep Sydney  
03 Sep Sydney  
04 Sep Sydney

**AdSchool Copywriting**  
23 Oct Perth

**Effies presents  
The Work Behind The Work**  
30 Oct Perth

**AWARD Craft commences**  
29 Oct Sydney

## November

**Youngbloods VIC presents  
Do You Mind?**  
06 Nov Melbourne

**AWARD School Application  
Workshop**  
16 Nov Sydney  
23 Nov Melbourne

**Youngbloods VIC presents  
Merry & Bright**  
21 Nov Melbourne

**Youngbloods QLD presents  
Xmas Wrap Up**  
22 Nov Brisbane

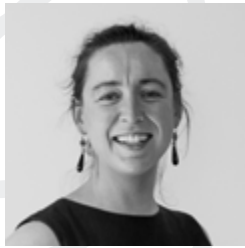
## December

**AWARD School Application  
Workshop**  
17 Dec Perth

# The Communications Council team



**Tony Hale**  
Chief Executive Officer



**Prue Tehan**  
General Manager



**Wayne McPhee**  
Company Secretary



**Jo Libline**  
Events & Sponsorship  
Director



**Simone Goldstein**  
Professional  
Development Manager



**Sara Lisboa**  
Membership & Systems  
Manager



**Jean Probert**  
Events Manager



**Sinclair Hill**  
Membership & Events  
Executive



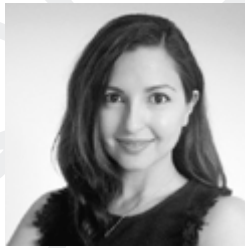
**Anna Crisp**  
Designer



**Lucia Elliott**  
Consultant



**Simon Lloyd**  
Media & Content  
Manager



**Mahsa Fratantoni**  
Media & Content  
Manager (Maternity Leave)



**Gina McCullagh**  
Administrative Assistant

HEAD OFFICE

VIC



**Amy Lee**  
State Manager  
(Maternity Leave)

VIC



**Sharee Edwards**  
State Manager

WA



**Melissa Vella**  
State Manager

QLD



**Hanns Bergs**  
State Manager

SA



**Micky Grant**  
State Manager

STATE REPS



**Sally McCormack**  
Education & Member  
Services Coordinator

# 2020 Planner

COURSES	Time	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AdSchool - Graduate Program	5 weeks			NSW, VIC					NSW, VIC				
AdSchool - Jump Start	9 weeks							WA					
AdSchool - Core Strategic Planning	8 weeks				NSW, VIC, QLD, WA				NSW				
AdSchool - Advanced Strategic Planning	8 weeks					NSW, VIC				VIC, WA			
AdSchool - Account Management for Tomorrow	8 weeks			NSW, VIC, QLD, WA, SA						NSW, VIC			
AdSchool - CX Strategy & Experience Design	6 weeks							NSW, VIC, QLD, WA, SA					
AdSchool - Winning the Battle for Memory + BESPOKE	1/2 day					NSW, VIC							
AdSchool - Art of Persuasion BESPOKE*	1 day	AVAILABLE ANYTIME - ALL STATES											
AdSchool - Strategic Boot Camp BESPOKE*		AVAILABLE ANYTIME - ALL STATES											
IPA Residential - Business & Agency Leadership	3 days					VIC							
IPA Residential - Strategic Planning	3 days								NSW				
IPA Online - Foundation Certificate	30 hrs				EXAM		EXAM			EXAM			
IPA Online - Commercial Certificate	8 hrs	EXAM OFFERED ANYTIME											
IPA Online - EFF Certificate	35 hrs		EXAM	EXAM						EXAM		EXAM	
IPA Online - Digital Performance Certificate	10 hrs				EXAM			EXAM		EXAM			EXAM
AWARD School - Applications			6-20 <sup>TH</sup>										
AWARD School	12 weeks			ALL STATES									
AWARD School - Graduation								29 <sup>TH</sup>					
AWARD School - National Announcement									5 <sup>TH</sup>				
AWARD - Craft Course	6 weeks								NSW, VIC				

Courses and timings may vary by state. For more information on schedules and to book visit [communicationscouncil.org.au](http://communicationscouncil.org.au)

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

AWARDS & EVENTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AWARD Awards Ceremony			27 <sup>TH</sup>									
AWARD The Work Behind The Work												
APG Battle of Big Thinking						2 <sup>ND</sup>						
YoungBloods Speed Mentoring												
Cannes Download												
Effie Awards									3 <sup>RD</sup>			
Effies The Work Behind The Work												

# Thank you

---

On behalf of the entire team at The Communications Council, we would like to thank our members and friends for your support throughout the year.

A special thank you to our committee members, school chairs, presenters, tutors, awards judges and guest speakers for your dedication, professionalism and commitment in 2019.

We are extremely proud to work with such talented industry leaders to help deliver our initiatives and events.

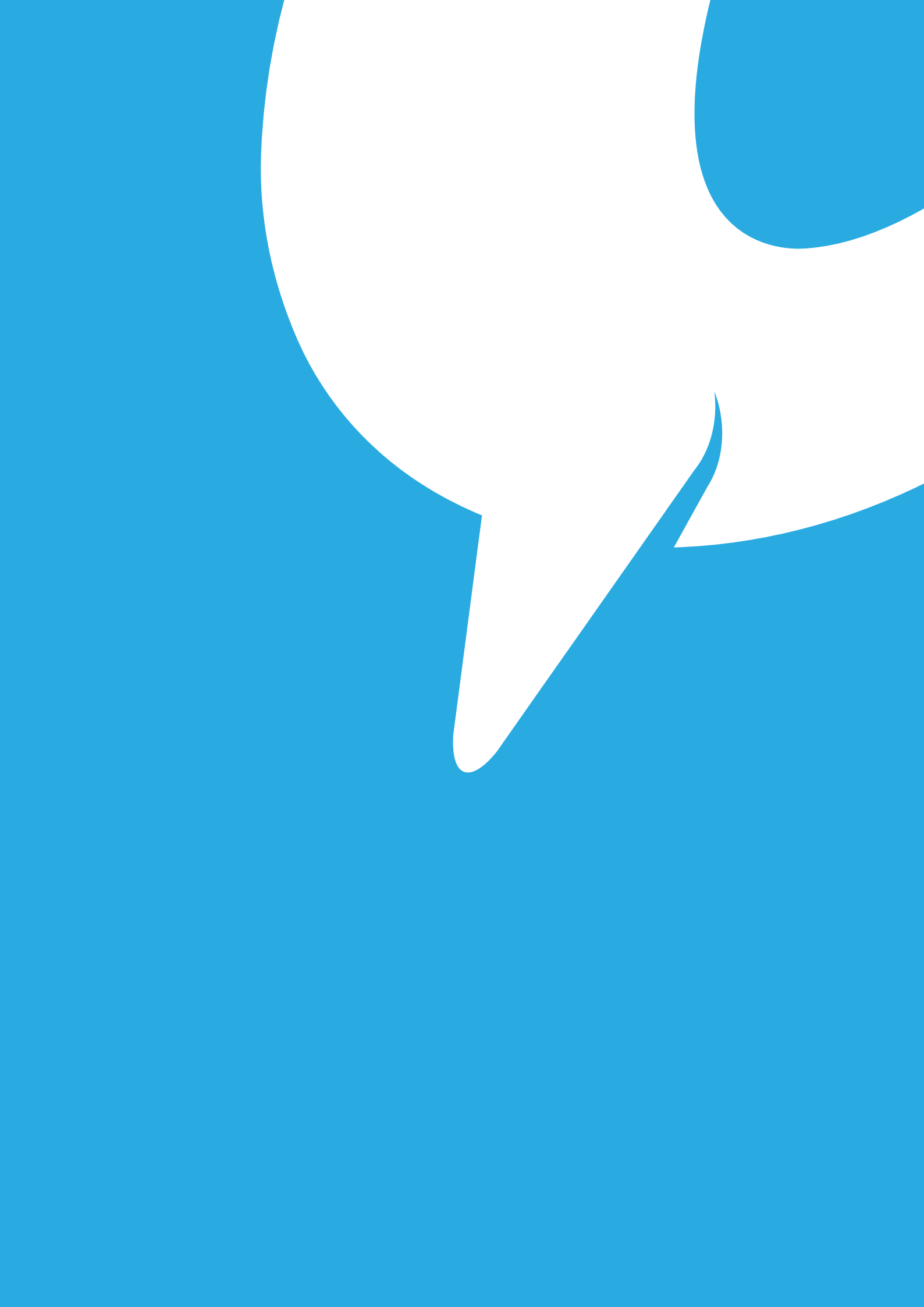
We greatly appreciate your efforts and time.

---

**Tony Hale**

CEO  
THE COMMUNICATIONS COUNCIL







the  
communications  
council