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1. Our year in numbers

**Membership**

- 164 agencies across 5 states

- Employing 4,630 professionals

**Professional development**

- 43 courses
- 19,436 hours of professional development completed
- 604 course enrolments
- 241 tutors
- 47 graduate program placements
- 198 AWARD School Graduates
Commercial creativity

- 5 major award shows
- 1,473 award entries
- 316 judges
- 348 awards presented

Industry leadership and member services

- 14 representative member committees
- More than 85 guidance and advice queries resolved
- Salary Survey
  - 2,893 people surveyed
  - 75 agencies participated
  - 99 industry positions benchmarked

Events and seminars

- 77 events
- 5,871 attendees
On behalf of The Communications Council team and National Board, I would like to thank you for your support over 2015.

We have been in a period of transition, developing a more sustainable business plan that will deliver greater value to members. While we still have much to do, the hard work will start to yield tangible benefits in the first half of the New Year.

Key activity in 2016 will include:

- **Delivering a full suite of internationally recognised IPA courses** - our drive for higher professional standards will include developing the framework for a Continuous Professional Development program that will become the basis for the reintroduction of an accreditation system.

- **Launching our Deloitte Access Economics report, ’Advertising Pays - The Economic Employment and Business Value of Advertising’** - a capital city roadshow will take place in the first quarter to share our findings and celebrate the important contribution agencies deliver to the Australian economy.

- **Rejuvenating AWARD Awards by collaborating with Semi-Permanent** - this agreement will allow AWARD to promote the industry to both corporates and creatively oriented people looking to build a career in the commercial sector. The move will also provide opportunities to become more closely involved with the Vivid Light, Music and Ideas Festival.

- **A comprehensive calendar of industry events through our member committees** - the APG, AMG, PRC, AWARD and Youngbloods are well down the track to organise more than the 77 events held in 2015 to provide enhanced industry connections and insight.

There will be many opportunities throughout the year for members of all levels to get involved, learn and connect with our network. We look forward to your continued support in 2016.

Tony Hale
Chief Executive Officer
The Communications Council
I am delighted to be appointed Chair of The Communications Council and look forward to meeting and working more closely with you in the New Year.

It is our goal to enhance the reputation and profitability of our members. As such, our primary focus must be to deliver programs and services that continue to raise professional standards across the industry. Over the coming months, we will do this by: building knowledge through research projects such as our upcoming Deloitte Advertising Pays study; by recognising excellence through five major award shows; and, by developing talent with a bolstered Professional Development (PD) program which will provide the framework to begin building a culture of Continuous Professional Development (CPD) within our industry.

CPD is particularly important in today’s landscape. Every business, in every industry, everywhere is being disrupted. Ours is no exception. We are no longer delivering ad formats, we are partnering with businesses to help drive change by developing products, services, utilities, and experience. The skillsets we require are also evolving as a result. In order to do the jobs of the future, it’s incumbent on agencies to continually stretch, grow, rehne and refresh the capabilities and knowledge base of our people – our greatest assets.

Raising professional standards will require the collective support of our members, and on behalf of the board, I therefore ask for your commitment in helping us build this CPD program.

The Communications Council team will be meeting with members over the next few months to plan your PD needs for the year ahead against our 2016 training program, which now includes a full suite of internationally recognised IPA courses and qualifications.

We will also be rolling out an exciting calendar of events and activity to ensure members of all levels and disciplines remain involved, inspired and connected throughout 2016.

Thank you for your support.

Jaimes Leggett
Chair, The Communications Council
Group Chief Executive Officer, M&C Saatchi Australasia
Grow agency capabilities and careers

Grow agency capabilities and individual careers by investing in the professional development of your team. We offer around 40 courses each year, including internationally recognised IPA residential courses and online qualifications, skills-based AdSchool courses, and our long-running AWARD School for aspiring creatives.

Access our guidance services

Contact our guidance line or email us regarding legal and regulatory issues. We now offer each member agency two complimentary written legal clearances each year in addition to top line guidance on issues relating to copyright, IP, privacy, employment contracts, and industry codes.

Attend seminars and events

Attend our industry seminars and networking events. From CEO leadership forums to professional development seminars and speaker events, we offer something for each member group, individual and professional level. Network, learn and unite around key issues. We ran 77 events this year, and offer significant member discounts.

Work with us to recruit talent

Participate in our highly-regarded industry Graduate Program. We will work with you to recruit, train and develop the next generation of talent with a year-long training program which includes the internationally recognised IPA Foundation Certificate and IPA Inspirational Foundations course. We also post your job advertisements on our online jobs page.

Enter awards

Celebrate your agency’s best work by entering into our awards programs. Our annual ceremonies showcase the best in class and provide an evening of industry networking for your team. Member agencies receive significant discounts.

Network and participate

Get to know your industry peers. Our member councils run professional development seminars and lead a number of best practice initiatives that call on members for support.

Participate in our Salary Survey

Participate in our annual Salary Survey. A valued member resource, the survey provides participating members with a benchmarked overview of the industry’s employment landscape. Participation in the survey is included in your membership fee.

Learn from effectiveness case studies

Access winning Effies case studies on our website to see the writing and the strategy behind the most effective campaigns.
The Communications Council is Australia’s peak body representing agencies in the marketing and communications industry to government, industry, media and the public. Our member base spans disciplines including creative, strategy, promotion and experiential, PR, digital, healthcare, production, and media.

We are committed to promoting the value of agencies, growing member businesses, and developing industry talent through the provision of world-class professional development programs, advocacy and support.

Core pillars of activity

Industry guidance and member services

Professional development

Championing commercial creativity and effectiveness

National Board

Chair
Jaimes Leggett
Chief Executive Officer
M&C Saatchi

Former Chair
Sudeep Gohil
Former Chief Executive Officer
Droga5

164 member agencies

NSW 90
VIC 42
QLD 9
WA 19
SA 4

National Board

Andrew Baxter
Chief Executive Officer
Publicis Worldwide

Jason Lonsdale
Former Executive Planning Director
Saatchi & Saatchi

Melissa Cullen
Managing Director
Res Publica

Andrew Fabbro
Founding Partner - Business Director
AJF Partnership

Mark Green
Chief Executive Officer
The Monkeys

Lorraine Jokovic
Chief Executive Officer
LOUD

Alan Taylor
Group Managing Director
303 Lowe Perth

Mark Harricks
Executive Creative Director

Russ Mitchinson
Strategy Lead
OMD Sydney

David Lo
Managing Director
The Zoo Republic

Melinda Geertz
Chief Executive Officer
Leo Burnett Melbourne

Will Sweetland
Executive Producer/Managing Director
The Sweet Shop
Our state committees and member councils are made up of leaders from all corners of the marketing communications industry who volunteer their time to represent, promote and guide our members by providing a united voice, developing best practice guidance, and driving industry initiatives.

The Communications Council also offers a range of support and guidance services for members, from benchmarking surveys and best practice templates, to legal and regulatory guidance and advice.

### State representation

#### Victoria

- **Chair**
  - Melinda Geertz
  - Chief Executive Officer
  - Leo Burnett Melbourne

#### Queensland

- **Chair**
  - Andy Fyffe
  - Managing Director and Co-Founder Khemistry

- **Former Chair**
  - Russ Vine
  - Managing Director
  - Ogilvy Brisbane

#### Western Australia

- **Chair**
  - Tony Scampoli
  - Managing Director
  - Gatecrasher

#### South Australia

- **Chair**
  - John Baker
  - Managing Director
  - KWP! Advertising

### Member councils and committees

#### Australasian Writers and Art Directors Association (AWARD)

- **Chair**
  - Wilf Sweetland
  - Managing Partner
  - The Sweet Shop

- **Former Chair**
  - Mark Harricks
  - Executive Creative Director
  - VCCP

- **Recent highlights**
  - Wieden & Kennedy Co-founder Dan Wieden Chaired 36th AWARD Awards judging in March
  - Dan Wieden led dedicated member lunch in March: ‘Time to Break Glass’
  - Blind judging incorporated into AWARD School in 2015 to tackle potential gender bias
  - AWARD panel presented on the future of creativity at Semi-Permanent in May
  - Wilf Sweetland appointed Chair in October, taking on the role from Mark Harricks
  - In November, AWARD announced 37th AWARD Awards will be held at Semi-Permanent in May 2016

#### Account Planning Group (APG)

- **Chair**
  - Angela Morris
  - Executive Planning Director
  - J. Walter Thompson
  - Australia

- **Former Chair**
  - Jason Lonsdale
  - Executive Planning Director
  - Saatchi & Saatchi

- **Recent highlights**
  - 15 APG events held across Sydney, Melbourne and Perth
  - Biannual APG Planning Idol Awards held in November
  - Partnered with News Corp to deliver Official 2015 Cannes Download Showcase
### Account Management Group (AMG)
**Chair**
Belinda Murray  
Client Services Director  
BWM Dentsu
- Six AMG events held across Sydney and Melbourne, including The Work Behind The Work, Powering Your Effectiveness, and Biggsy’s Exit Interview

### Public Relations Council (PRC)
**Chair**
Melissa Cullen  
Managing Director  
Res Publica
- Five senior leadership sessions introduced to 2015 activity calendar
- 18 PRC events held across Sydney and Melbourne
- PRCA 10 Point Client Consultancy Charter shared with members in September
- Member discount on copyright licensing negotiated in October
- Pilot mentoring program developed for 2016 roll out

### Australasian Promotional Marketing Association (APMA)
**Chair**
David Lo  
Chief Executive Officer  
The Zoo Republic
- 10th APMA Star Awards held on 6 August 2015
- Attended by 255 people
- 48 awards delivered
- 35 judges enlisted

### Healthcare Committee (HCC)
**Chair**
Stuart Black  
Chief Executive Officer  
Ward 6
- Participated in review of Medicines and Medical Devices Regulation in May
- Hosted agency and procurement roundtable
- Hosted Medicines Australia training workshop

### Commercial Producers Council (CPC)
**Co-Chair**
Juliet Bishop  
Producer  
Goodoil Films
**Co-Chair**
Karen Bryson  
Executive Producer  
FINCH
- Hosted discussion with Australian Directors Guild (ADG)
- Represented member interests to MEAA

### Gender Diversity Group
**Chair**
Alex Allwood  
Chief Executive Officer  
The Holla Agency
- The Communications Council liaised with trade press several times throughout the year regarding our Gender Diversity Hub, recommendations, and figures on gender split within agencies

### Effies Committee
**Chair**
Anthony Freedman  
Founder/Group Chief Executive Officer  
Host
- Introduced Effective Advertiser of the Year Award
- Introduced PR-led campaign
- Awards ceremony hosted by Julia Zemiro
- Attended by 251 people
- 35 awards delivered
- 153 judges enlisted
Advocacy and support

Advertising Pays Deloitte Study
• Research conducted March - September
• Study discussed with members at 2015 Agency symposium in the Hunter Valley in September
• Report to be released in February 2016

Medicines and Medical Devices Regulation Review
• Healthcare Committee participated in Review of Medicines and Medical Devices Regulation, conducted by The Department of Health in May

The Alcohol Beverages Advertising Code Scheme (ABAC)
• With a seat on the ABAC management committee, The Communications Council attended regular ABAC committee meetings and participated in a regulatory workshop to help publicise the role of ABAC and its determinations

Copyright Licensing Negotiations
• Meetings with Copyright Agency Limited (CAL) took place in July and August to negotiate member discounts on copyright licensing
• Announced discount for PR member agencies in October
• Currently negotiating discounts for creative agencies

Online Commentary
• Research review and strategy session with senior members and HR experts took place in April
• Meetings with trade publications to explore ways of reducing negative and malicious commentary took place in June

Australian Marketing and Media Industry Forum (AMMIF)
• The Communications Council attended quarterly AMMIF forums.

Compliance

Presenting key priorities for 2015

Regulatory and legal guidance
• Responded to more than 85 member queries, including providing 15 complimentary written legal clearances to members through our partner Von Muenster Solicitors & Attorneys, as well as delivering bespoke workshops to agencies, and sharing best practice documents via our resource centre
• All member agencies entitled to two complimentary written legal clearances each year
• 19 agencies participated
• Report delivered to participating members in August 2015

Salary Survey
• 2,893 roles surveyed
• 75 agencies participated
• 99 industry roles and salaries benchmarked
• Report delivered to participating members in August 2015

Best Practice Agency Selection Guidelines
• Guidelines under review by select committee and will be released in 2016
As an ideas-driven industry, people are our most valuable asset. Ongoing investment in their creativity and intellectual development is therefore imperative, particularly in today’s evolving landscape.

It is our goal to create a culture of Continuous Professional Development (CPD) among Australian agencies to raise professional standards and ensure client and agency businesses continue to grow.

As an industry we should all be striving for world-class professional standards. To operate at the highest international standards we need to continually attract and retain the very best talent. Investing in their development is therefore critical. In addition we’re an industry that is continually faced with the challenge of clients wanting ‘more for less’. The question for agency leaders is then how do you do ‘more with less’. That’s where training and developing your team is one of the ways to try and do more with less; you can up-skill, you can give broader remits and bigger scope to individuals if you’ve given them the experience, knowledge and tools to take on those additional responsibilities.

Michael Rebelo
CEO Saatchi & Saatchi Australia
Co-Chair of IPA Client Service 2015

43 courses
604 enrolments
19,436 PD hours completed
Career development

- Online and residential IPA courses and qualifications
- Internationally recognised as part of a global initiative to raise industry standards
- Designed to lead industry professionals through the different stages in a career in marketing communications
- More than 150 Australians enrolled on an IPA course in 2015
- 2318 industry professionals completed an IPA course worldwide in 2015

IPA enrolments - 153

IPA Foundation Certificate 55
IPA Inspirational Foundations 33
IPA Strategic Planning 31
IPA Client Service 30
IPA Eff Test and IPA Commercial Certificate 4

Skills development

- Skills-based courses and workshops
- Courses cover a broad range of disciplines, from account management, digital, and strategy to production, copywriting, and social media
- AdSchool courses and workshops ran in NSW, VIC, QLD, WA and SA

5 states
28 courses
180 enrolments
Creative thinking, ideas and craft

- For aspiring art directors, copywriters and those looking to expand their creative thinking
- 12 week intensive course to aid idea generation and creative thinking
- Running for more than 35 years

523 applications

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<td>NSW</td>
<td>241</td>
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<tr>
<td>VIC</td>
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<td>QLD</td>
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198 enrolments

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<td>QLD</td>
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<td>WA</td>
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AWARD School top students

NSW
Josh Edwards (1st)
Chris Nguyen (2nd)
Adam Burns (3rd)
Rachel Corbett
Jake Davies
Zachary Goldberg
Raman Goraya
David Little-Jones
Michael Watts
Nancy Zhou

VIC
Hannah PAYTON (1st)
William Cooper (2nd)
James Matthews (3rd)
Nicola Simmons
Laurence Punshan
Duncan Le Cornu
Max Reed
Stian Berg
Kieran Adams
Vanessa Every-Burns

QLD
Chris Connolly (1st)
Rosie Double (2nd)
Andrew Cruickshank (3rd)

WA
Leah Mammoloti (1st)
Alice Cogin (2nd)
Isabel Robins (3rd)
Bianca Galan-Dwyer (3rd)

NZ
Jemma Titheridge (1st)
Robert Chapman (2nd)
Amy-Rose Lynch (3rd)

TAS
Nathan Clegg (1st)

Transition from university to workforce

- 47 graduates recruited on behalf of member agencies
- 172 applications
- Year-long program including completion of IPA Foundation Certificate and IPA Inspirational Foundations course, providing the necessary base training to build a career in an account management or strategic planning role in advertising or PR

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<tr>
<td>VIC</td>
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<tr>
<td>WA</td>
<td>14</td>
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Celebrating our industry’s creativity and effectiveness through our annual awards programs is imperative for raising creative standards across our industry, building a culture of accountability, and promoting the value of marketing communications agencies to clients.

In 2015, we delivered more than 330 awards across our five awards programs, recognising outstanding work in the areas of creativity, effectiveness, strategic planning, healthcare and promotional and experiential marketing.

**AWARD Awards**

- Creative Agency of the Year: Leo Burnett Sydney
- Chairman’s Choice: New Zealand Transport Agency
- Hall of Fame: David Blackley
- Production Company of the Year: Revolver/Will O’Rourke
- Network of the Year: Leo Burnett
- Client of the Year: ANZ
Australian Effie Awards

Championing the effectiveness of commercial creativity by celebrating ideas that deliver results

- 7th Australian Effie Awards held in August
- 153 Judges
- 35 Awards
- 4 Gold Effies
- Effective Agency of the Year: Saatchi & Saatchi Sydney
- Effective Advertiser of the Year: Meat & Livestock Australia
- Grand Effie: Beam Suntory, Canadian Club
- The Works

APMA Star Awards

Celebrating the finest campaigns in the field of promotional and experiential marketing

- 10th APMA Star Awards held in July
- 35 Judges
- 48 Awards
- 17 Gold Awards
- Grand Prix: SPC Ardmona, #MyFamilyCan
- Best Campaign Most Likely to Drive Behaviour: Heineken Lion, Heineken Chauffeur
- Young Achiever of the Year: Nicole Hetherington, BMF
APG Planning Idol

Recognising young talent in area of strategic planning

- 5th Planning Idol Ceremony
- 2015 Planning Idol: Sam Geer (UM)
- Highly commended: Sarah Hood (BMF)
- Best Research: Sarah Hood (BMF)
- Best Written Paper: Craig McLeod (GPY&R)
- Best Insight: Eloise Liley (Blue Hive)
- Best KPI-Setting: Eloise Liley (Blue Hive)
- Student Prize: Olivia Robins (University of Otago)

Bravo! Awards

A regional celebration of the annual Global Healthcare Awards

- 7th ceremony ran in December
- Seven Global Awards delivered to Australian agencies
- Client of the Year: SolvEasy team, Ego Pharmaceuticals
77 events
5,871 attendees
43 courses
604 enrolments

January
Graduate Program (Intake)
11 January, Sydney & Melbourne
Graduate Program:
Getting Started Workshop
20 January, Melbourne
Graduate Program:
Getting Started Workshop
22 January, Sydney

February
AMG: Biggsy’s Public Exit Interview
4 February, Sydney
APG: Insights from the IPA Effectiveness Awards
5 February, Sydney
Youngbloods: Summer Party
6 February, Perth
AWARD School Information Nights
12 February, Sydney, Melbourne & Perth
Effies Exposed Seminar
24 February, Perth
Youngbloods:
Copy A Feel The Brand Agency
26 February, Perth
Youngbloods:
Greatest Comebacks
26 February, Sydney
IPA Inspirational Foundations
26 - 27 February, Sydney & Melbourne
March

PRC: A Conversation with Nikki Clarkson and Mark Forbes
4 March, Melbourne

PRC Leadership Lunch: What’s keeping you awake at night?
6 March, Sydney

Graduate Program WA: (Intake)
6 March, Perth

AdSchool: Account Management (Intake)
17 March - 26 May, Melbourne

AMG Event: The Work Behind The Work
11 March, Melbourne

PRC: How to Make Money for Your Agency
12 March, Sydney

Creative Leadership Lunch with Dan Wieden
19 March, Sydney

36th AWARD Awards Ceremony
19 March, Sydney

Youngbloods: Prescribing your Career
19 March, Brisbane

PRC: A Conversation with Monica Lepore and Caitlin Stower
25 March, Sydney

AMG: The Work Behind The Work
26 March, Sydney

PRC: How to Make Money for Your Agency
26 March, Melbourne

April

AWARD School NSW & VIC Intake
13 April, Sydney & Melbourne

AdSchool: Understanding Creative Process
14 April, Perth

AWARD School QLD & SA Intake
20 April, Brisbane & Adelaide

AdSchool: Copywriting
20 April - 29 June, Sydney

AWARD School WA Intake
27 April, Perth

Youngbloods: Have A Beer With Grant Sputore
29 April, Perth

PRC Leadership Lunch:
What’s keeping you awake at night?
30 April, Melbourne

May

AWARD: Digital and Social Copywriting
1 May, Sydney

Youngbloods: WTC UX
6 May, Sydney

APG: Breakfast Club
9 May, Sydney

AdSchool:
Art Direction Principles (Intake)
20 May - 24 June, Brisbane

June

APG: Breakfast Club
5 June, Sydney

PRC: Client Advisory Panel
10 June, Sydney

Youngbloods: Winter Party
12 June, Perth

APG: Breakfast Club
13 June, Sydney

AdSchool: Presenting with Confidence
19 June, Perth

July

AMG: Mid-Year Drinks
1 July, Melbourne

Youngbloods: Tropical Trivia
9 July, Sydney

Youngbloods: Blood, Sweat & Tears Soccer Competition
10 July, Perth

APG: Breakfast Club
10 July, Sydney

AdSchool: Social Media Strategy
16 & 23 July, Adelaide

APG: Thought Leadership with Hank Fortener
20 July, Perth

AWARD School NZ & TAS Intake
20 July, Auckland & Hobart

AWARD School Graduation VIC
21 July, Melbourne

AdSchool Brand Strategy & Development (Intake)
23 July - 3 September, Brisbane
August

AdSchool: Copywriting (Intake)
4 August – 6 October, Adelaide

PRC: Learnings from Cannes
5 August, Sydney & Melbourne

AWARD School Graduation SA
5 August, Adelaide

AWARD School Speed Dating
6 August, Melbourne

APMA Star Awards Ceremony
6 August, Sydney

AWARD School Graduation QLD
6 August, Brisbane

AWARD School Speed Dating
12 August, Sydney

AWARD School Exhibition & Graduation WA
12 - 14 August, Perth

APG & News Corp Cannes Download Showcase
12 August, Sydney

APG & News Corp Cannes Download Showcase
13 August, Melbourne

PRC: 10 Point Charter
19 August, Sydney

AdSchool: The Art of Account Management
25 August, Perth

AdSchool: Copywriting
25 August, Perth

Youngbloods: Young and Lost
26 August, Sydney

APG: The Future of Marketing & Advertising
27 August, Adelaide

Youngbloods: Battle of the Ad Bands
28 August, Perth

APG: Breakfast Club
29 August, Sydney

September

Leadership Event: Why Developing People is Good for Business
1 September, Sydney

AWARD: How to Sell Your Work
1 & 8 September, Melbourne

AdSchool: Digital Strategy
2 September, Perth

Australian Effie Awards Ceremony
3 September, Sydney

AdSchool: Advanced Digital Strategy
3 & 4 September, Sydney

AWARD: Stories That Spread
4 & 11 September, Melbourne

AdSchool: Media Mechanics
8 September, Perth

AMG: Powering Your Effectiveness
9 September, Sydney

Youngbloods: WTC Content
9 September, Sydney

AMG: Powering Your Effectiveness
10 September, Melbourne

IPA Client Service
20 - 22 September, Melbourne

APG & News Corp Cannes Download Showcase
22 September, Brisbane

Youngbloods: Have a beer with Steve Harris
23 September, Perth

Graduate Program: Information Night
29 September, Sydney

Graduate Program Information Night
30 September, Melbourne
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<th>October</th>
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<td>PRC Leadership Lunch: What’s keeping you awake at night? 8 October, Melbourne</td>
<td>AdSchool: Presenting with Confidence 2 November, Perth</td>
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<td>2015 Youngbloods Championships 8 October, Brisbane</td>
<td>AdSchool: SEO Workshop 4 November, Perth</td>
<td>PRC Christmas Lunch 15 December, Melbourne</td>
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<td>AdSchool: Creative &amp; Digital Copywriting 4 &amp; 11 November, Brisbane</td>
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<td>Graduate Program 2015 (Intake) 20 October, Perth</td>
<td>PRC: Future-Proofing Your Agency 6 November, Sydney</td>
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<td>PRC: A Conversation with Kate McGrath and Tim Fisher 21 October, Melbourne</td>
<td>Youngbloods: End of Year Party 9 November, Perth</td>
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<td>AdSchool: SEM Workshop 28 October, Perth</td>
<td>PRC: Client Advisory Board 12 November, Melbourne</td>
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<td>APG: Data and Creativity with Quantum 28 October, Sydney</td>
<td>APG Planning Idol Ceremony 12 November, Sydney</td>
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<td>Youngbloods: Blood Donation Drive 28 - 30 October, Perth</td>
<td>Youngbloods: End of Year Party 26 November, Sydney</td>
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</table>
10. The Communications Council team

**NSW**

Tony Hale  
Chief Executive Officer  
(02) 8297 3800 / 0411 153 447  
tony@communicationscouncil.org.au

Genevieve Murphy  
National Membership Manager  
(02) 8297 3830 / 0411 157 347  
genevieve@communicationscouncil.org.au

Sara Lisboa  
Membership Executive and Office Manager  
(02) 8297 3800 / 0451 818 155  
sara@communicationscouncil.org.au

Linda Anderson  
Professional Development Manager  
(02) 8297 3842 / 0424 580 965  
linda@communicationscouncil.org.au

Hayley Warwick  
Communications and Public Affairs Manager  
(02) 8297 3806 / 0448 898 334  
hayley@communicationscouncil.org.au

**VIC**

Suzy Leys  
Professional Development and Member Services Manager VIC  
0435 747 756  
suzy@communicationscouncil.org.au

Audrey Maxwell  
Professional Development and Member Services Manager VIC

**QLD**

Hanns Bergs  
Professional Development and Member Services Manager QLD  
0438 806 195  
hanns@communicationscouncil.org.au

**WA**

Danielle Norrish  
Professional Development and Member Services Manager WA  
0409 090 009  
danielle@communicationscouncil.org.au

**SA**

Michelle Wye  
Professional Development and Member Services Manager SA

Andonia Kalis  
Professional Development and Member Services Coordinator  
andonia@communicationscouncil.org.au
11. 2016 IPA timetable

IPA Commercial Certificate
Members $695* | Non members $995*
This course helps create future leaders by giving a thorough understanding of the most important agency finances and concepts.

Exam offered online at any time.

IPA Eff Test
Members $1395* | Non members $1950*
Learn how to create a successful campaign through a clear understanding of the unique factors that set a product apart, backed up by clear methods of measuring effectiveness.

2016 EXAM DATES (online)
29 Jan | 18 Mar | 16 Jun | 15 Sept | 11 Nov

IPA Foundation Certificate
Members $825* | Non members $1250*
An effective skills and knowledge overview for people new to the industry, so they can perform their roles with confidence and expertise.

2016 EXAM DATES
This is a formally conducted exam (in person), held nationally.
4 Mar | 24 Jun | 4 Nov

IPA Search Certificate
Members $1395* | Non members $1950*
A comprehensive guide to unlocking the power of search engines

2016 EXAM DATES (online)
29 Jan | 18 Mar | 16 Jun | 15 Sept | 11 Nov

* All prices include GST
IPA Inspirational Foundations**
2 day NON-residential
Members $1500* | Non members $2500*
A course for starters in the business that aims to excite about the industry. Delegates will hear from planners, account people and creatives who share insights and experiences.

IPA Campaign Planning
3 day residential incl. 2 nights accommodation and meals
Members $2500* | Non members $4000*
This course is designed to familiarise delegates with the processes from client brief to campaign solution. It includes understanding how strategic, creative and media planning are integral to the creation of effective advertising.

IPA Client Service
3 day residential incl. 2 nights accommodation and meals
Members $2500* | Non members $4000*
This course is aimed at senior account managers and account directors to assist in the transition from a management role to a leadership role and deal with the complexities of agency life.

IPA Strategic Planning
3 day residential incl. 2 nights accommodation and meals
Members $2500* | Non members $4000*
This course is targeted at strategic planners in agencies of all disciplines. The knowledge and tools will help you take the lead strategic position on business.

* All prices include GST
** This course is part of The Communications Council Graduate Program
12. Thank you

We would like to thank all of our committees, tutors, speakers, judges, and supporters who have contributed generously to our activity this year.

A tremendous amount of time, effort and knowledge is volunteered in order to make our programs, services and events a success. We are extremely grateful for your help.