CONTENTS

1. Our year in numbers 4
2. Note from the Chair 6
3. Note from the CEO 7
4. Our vision/Key pillars 8
   Develop careers 10
   Champion creativity 12
   Demonstrate value 14
   Lead the industry 16
5. About the Communications Council 18
6. Industry committees 20
7. Maximising your membership in 2017 22
8. Our year in review 24
9. The Communications Council team 27
### MEMBERSHIP
- 155 agencies
  - across 5 states
- 4,630 professionals
  - employing 155 agencies

### PROFESSIONAL DEVELOPMENT
- 67 courses
- 25,932 hours of professional development completed
- 978 course enrolments
- 6,591 participants in formal & informal training
- 493 tutors
- 33 graduate program placements
- 198 AWARD School graduates

### COMMERCIAL CREATIVITY
- 4 major award shows
- 314 judges
- 1,609 award entries

### INDUSTRY LEADERSHIP AND MEMBER SERVICES
- Salary Survey
  - 3,815 people surveyed
- 314 awards presented
- 14 representative member committees
- 130 guidance and advice queries resolved
- 98 agencies participated
- 168 industry positions benchmarked

### EVENTS AND SEMINARS
- 79 events
- 5,927 attendees
Every business in every market is being disrupted. Ours is no different. Creativity as a means of driving transformation in our clients’ business has never been more important. The Communications Council’s goal is to make commercial creativity one of the most valued professional services by 2025. To prosper, we must unite for this common purpose, driving the quality, reputation and long-term opportunities of our members and industry alike.

This year, we will be focused on four pillars, including developing careers, championing creativity, demonstrating the value and commercial impact of creativity, and leading the industry on key issues. Over the coming months, we’ll build upon The Communications Council’s suite of highly regarded professional development programs; AWARD School, AdSchool, IPA and the Graduate Program. We’ll launch the Continuing Professional Development program in order to establish consistent industry-wide standards and build the foundation for a new accreditation system.

We’re evolving every year to ensure we nurture, champion and support brilliant careers and future leaders. Commercial creativity generates possibilities that were beyond our imagination just a few years ago. The Deloitte Access Economics report launched in 2016 highlighted the collective impact of advertising. It’s a significant driver of economic growth, representing 5.4% and 3.5% of GDP. We demonstrate to our business partners the vital innovation, creative expertise and economic contribution we bring to the Australian business community and society.

2017 is shaping up to be a standout year. We’re forging ahead with a calendar of activity that builds on the successes of 2016. We look forward to working with you again this year and thank you for your continued support.

Best wishes for a rewarding 2017.

Jaimes Leggett
Chair, The Communications Council

The past year has been a successful one for The Communications Council and we continue to evolve the business plan and deliver new strategic initiatives.

Earlier in the year, we revealed the findings of our much-anticipated Deloitte Access Economics report. Advertising Pays, which identified the real economic value of advertising and marketing in Australia. This study not only demonstrates the pivotal role of our members in driving the value of the advertising sector, but also galvanises and raises the profile of our industry as a whole. We were delighted that the launch was supported industry-wide by the AANA, ASB and OMA. A number of other partnerships have been forged in 2016: Our prestigious AWARD Awards joined forces with the Semi Permanent festival of creativity and design for the first time, showcasing our industry’s most outstanding creative work to a broader and more diverse audience; and News Corp Australia partnered with AWARD School to support the development of the next generation of creative talent.

The Communications Council also brought Peter Field, the ‘Godfather of Effectiveness’, to Australia to conduct masterclasses for our members in Sydney and Melbourne, speak at the Effie Awards and mentor delegates for a full day at each of our IPA Strategic Planning Residential Courses in both markets.

TCC remains strongly committed to self-regulation across the industry as threats continue to arise. In September we launched a series of educational seminars in conjunction with our industry partners, the AANA, ASB and OMA. We anticipate this initiative will continue in 2017.

Thank you to our members and partners for your support in 2016. We look forward to your ongoing commitment.

Tony Hale
Chief Executive Officer

NOTE FROM THE CHAIR

The past year has been a successful one for The Communications Council and we continue to evolve the business plan and deliver new strategic initiatives.

Earlier in the year, we revealed the findings of our much-anticipated Deloitte Access Economics report, Advertising Pays, which identified the real economic value of advertising and marketing in Australia. This study not only demonstrates the pivotal role of our members in driving the value of the advertising sector, but also galvanises and raises the profile of our industry as a whole. We were delighted that the launch was supported industry-wide by the AANA, ASTRA, Commercial Radio Australia, Free TV Australia, IAB, MFA, NewsMediaWorks, the OMA and Think TV.

A number of other partnerships have been forged in 2016: Our prestigious AWARD Awards joined forces with the Semi Permanent festival of creativity and design for the first time, showcasing our industry’s most outstanding creative work to a broader and more diverse audience; and News Corp Australia partnered with AWARD School to support the development of the next generation of creative talent.

The Communications Council also brought Peter Field, the ‘Godfather of Effectiveness’, to Australia to conduct masterclasses for our members in Sydney and Melbourne, speak at the Effie Awards and mentor delegates for a full day at each of our IPA Strategic Planning Residential Courses in both markets.

TCC remains strongly committed to self-regulation across the industry as threats continue to arise. In September we launched a series of educational seminars in conjunction with our industry partners, the AANA, ASB and OMA. We anticipate this initiative will continue in 2017.

Thank you to our members and partners for your support in 2016. We look forward to your ongoing commitment.

Tony Hale
Chief Executive Officer

NOTE FROM THE CEO
OUR VISION

To make commercial creativity one of the most valued professional services in Australia by 2025.

PURPOSE

We exist to drive the quality, reputation and long term prosperity of our members.

KEY PILLARS AND PROGRAMS

DEVELOP CAREERS
Attract and develop creative professionals

- PD courses and certification
- Graduate programs
- Tertiary education pathways
- CPD/Accreditation

CHAMPION CREATIVITY
Showcase the most influential commercial creativity

- AWARD programs
- Semi Permanent partnership
- Battle of Big Thinking
- Creative ROI

DEMONSTRATE VALUE
Promote the commercial impact of creativity

- Advertising Pays
- Salary Survey
- Commercial ROI research
- Effectiveness case studies

LEAD THE INDUSTRY
Guide and take action on key issues

- Advocacy & Reputation
- Regulatory guidance
- Committees
- Diversity initiatives

BUILD A SENSE OF COMMUNITY AND CONNECT PEOPLE
With an enviable track record in developing and supporting the best and brightest as they transition from entry level to management and leadership roles, our alumni reads like a who’s who of the Australian advertising industry.

For 35 years AWARD School has been recognised worldwide as our premier training program for aspiring creatives.

In 2016, 877 applications with 198 students enrolled across five states and NZ. In July our 28 top AWARD School graduates were announced.

AWARD SCHOOL

<table>
<thead>
<tr>
<th>APPICANTS</th>
<th>STUDENTS</th>
<th>TOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>101</td>
<td>10</td>
</tr>
<tr>
<td>VIC</td>
<td>146</td>
<td>10</td>
</tr>
<tr>
<td>QLD</td>
<td>49</td>
<td>14</td>
</tr>
<tr>
<td>WA</td>
<td>68</td>
<td>11</td>
</tr>
<tr>
<td>SA</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>NZ</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

We were delighted to welcome News Corp Australia as our 2016 AWARD School partner, incorporating a creative challenge for students to create a campaign for Ask Izzy, a free online resource for Australia's homelessness. Jessica Mclure took out the top prize and saw her concept run in News Corp's papers and websites around the country in December.

In May AWARD School hosted its first pop up at Sydney's Semi-Permanent festival. Creative briefs for Toyota, ANZ and Meat & Livestock Australia received 142 entries. 30 finalists were then mentored at Semi Permanent by creative directors from TBWA, Saatchi & Saatchi and BMP. Three students were ultimately awarded 2017 AWARD School scholarships.

And in November AWARD presented its inaugural Emerging Creative Directors Residential, chaired by BMP Creative Founder Warren Brown; the only custom-designed training essential for senior creatives as they transition into leadership roles.

The Graduate Program has a long, proud history of over 30 years of nurturing entry-level talent. 12-month placements are provided in Sydney or Melbourne’s leading creative or PR agencies where graduates develop skills to pursue careers in commercial creativity.

GRADUATE PLACEMENTS

| NSW       | 20  |
| VIC       | 13  |
| WA        | 14  |

And in WA, the Jump Start Graduate Program nurtured future industry talent through seven participating agencies.

In 2016, we were delighted to achieve a 53% increase in participating agency placements.

The Graduate Program is open to anyone with a tertiary qualification and while typically from marketing and communications-related fields, the program is ultimately about championing great talent and diversity.

In parallel with on-the-job training, graduates participate in a structured program of professional development; The Getting Started Workshop, where new grads are introduced to the nuts and bolts of each department’s responsibilities. The Inspirational Foundations Workshop, to inspire graduates about the industry and arm them with a hands-on appreciation of the full marketing mix. They then put their learning to the test in a group project culminating in a presentation to a panel of experts. Graduates must also complete 30 hours of online training via the award-winning IPA Foundation Certificate.

The Graduate Program has delivered industry-recognised training for people working in all facets of commercial creativity; advertising, PR, marketing, design, digital and production.

Classes comprise a mix of lectures, case studies and group work. All require active participation, practical exercises, group activities and in many cases end-of-term exams.

In 2016, we facilitated twice as many AWARD School courses as in previous years – leading to an 85% increase in student enrolments and more lecturers and presenters than ever before.


2016 marked the first full year in which we delivered the complete suite of IPA professional development courses – with a 42% increase on the previous year’s enrollments.

IPA courses and certificates are globally recognised as best-in-class and the Communications Council exclusively presents localised versions of the IPA courses (both Online and Residential formats) for our industry.

IPA Online qualifications ranged from the Foundation Certificate for new-starters to the more challenging discipline-specific E1R (Effectiveness) Test, Search Certificate and Commercial Certificate.

In Sydney and Melbourne, close to 100 industry professionals stepped away from day-to-day business for our calendar of six IPA Residentials; three days of intensive mentoring, debate and interactive learning aimed at transitioning managers into leadership roles across Campaign Planning, Strategic Planning and Client Service Agency Leadership.

IPA ENROLMENTS

| National Total | 217 |
| Online Certificates | 82 |
| Inspirational Foundations | 36 |
| Strategic Planning Residental | 37 |
| Client Service Residental | 37 |
| Campaign Planning Residental | 25 |

At the heart of commercial creativity lies the intersection between connected consumer experiences, engaging content and business impact. Investment in innovative, ingenious, intellectual thinking is imperative as we move from just disrupting entertainment to being the entertainment.

Recognising and celebrating the industry’s creativity and effectiveness through our annual awards programs; AWARD Awards, Australian Effie Awards, APG Strategy Awards and Bravo Awards is imperative for raising creative standards, driving brilliant strategic thinking, building a culture of accountability and reinforcing the direct correlation between powerful creative ideas, marketing ROI and business success.

In 2016, we delivered 330 awards across our four programs, recognising outstanding work in the areas of creativity, effectiveness, strategic planning and healthcare advertising.

APG Strategy Awards
Running every second year, recognising brilliantly influential strategic thinking.
• 6th biennial ceremony in December
• 3 Gold Awards: BMF, J. Walter Thompson and UM
• 4 Silver Awards: BMF (2), UM and Iris
• 5 Bronze Awards: M&C Saatchi, BMF and TBV, Meerkats, AnalogFolk, BWM Dentsu
• 4 Special Awards: BMF, M&C Saatchi, BMF and TBV, Meerkats
• 3 Judges Awards: Iris, BWM Dentsu, BMF

Bravo Awards
A regional celebration of the annual Global Healthcare Awards.
• 8th ceremony in November.
• 3 global awards delivered to Australian agencies.
• Client of the Year: Jessica Danaher at Galderma for Mirvaso.
• Network of the Year: McCann Healthcare

AWARD Awards
Running for nearly four decades, the pre-eminent regional show rewarding the power and impact of creativity.
• 37th AWARD Awards ceremony in May.
• 110 Judges
• 269 Awards
• 32 Gold Pencils
• Agency of the Year: Y&R NZ
• Best in Show: Y&R NZ for Burger King – McWhopper
• Production Company of the Year: Revolver/Will O’Rourke
• Network of the Year: BBDO
• Client of the Year: Burger King

Australian Effie Awards
Championing the effectiveness of commercial creativity by celebrating ideas that deliver business results.
• 8th Effie Awards in September
• 19% increase on entries in 2015.
• 170 Judges
• 42 Awards
• 6 Gold Effies
• Effective Agency of the Year: The Monkeys
• Effective Advertiser of the Year: Officeworks
• Grand Effie: The Monkeys for MLA – Operation Boomerang
At a time of heightened fiscal responsibility, accountability and escalating complexity and risk, demonstrating the direct and tangible correlation between creativity and commercial value has never been more important.

Whether it’s delivering evidence of our industry’s role as a key driver of economic growth, providing a statistically robust understanding of our most important achievement – effectiveness – or working towards an Accreditation framework to assess and improve the quality, efficiency and effectiveness of what we do, The Communications Council champions the rigour, purpose and context around ‘commercial creativity’ and what that means for business decision-makers as well as the broader Australian community.

Advertising Pays
Deloitte Report

This year saw the national launch of an industry-first report quantifying the economic impact of the industry, Advertising Pays. The report is recognised as a key support in the development of cross-industry advocacy and policy representation.

The report identified the real economic value of advertising and marketing in Australia – $40 billion to the economy in 2014, equivalent to 2.5% of GDP, and advertising contributing to the employment of 200,000 Australians.

1500 Reports distributed to members, industry stakeholders and media.

Attendants nationally >600
Sydney 107
Melbourne 90
Perth 116
Brisbane 56
Adelaide 32

Website Launch
Exec Summary downloads 157
Unique visits to Ad Pays 3632

Salary Survey
The Communications Council conducts an annual comprehensive Salary Survey covering more than 90 positions in the advertising and marketing communications industry. The national Industry survey represents current industry pay practice.

Agencies participated 98
Positions represented 168
Individual staff included 3818
Total salaries $428,889,000+

Overal gender split: 46% M | 54% F
Senior management: 71% M | 29% F

Proving effectiveness

The Effie Awards honour the most significant achievement in advertising and marketing communications: effectiveness. The annual awards are presented to recognise the year’s most effective advertising and marketing communications campaigns – campaigns that have delivered superior results in meeting or surpassing the objectives they were designed to achieve.

225 case studies in the Effie Australia databank, since 2009
2016 – introduced the Social Return on Investment
2017 – national roadshow to showcase winning case studies and assist in case study preparation

Effectiveness Week with Peter Field

Effectiveness was top of the agenda in September, as the Account Planning Group (APG) and The Communications Council welcomed Peter Field – the UK’s ‘Godfather of Effectiveness’ – to Australia for a week of dedicated training and leadership involving industry masterclasses and Effectiveness Deep Dives at IPA Residentials.

IPA Strategic Planning Residentials
Sydney & Melbourne 38 attendees
Masterclasses | members only
Sydney & Melbourne 400+ attendees
Agency Symposium
150 agency leaders
70 TCC members invited
Effie Award Presentation
Record entries and 286 attendees

Exec Summary downloads 157
Unique visits to Ad Pays 3632

Short-termism is a disease poisoning the advertising industry

A plague of ad fads short-termism as world of adverts of the lay of the pendulum was advertising, spun might in Sydney proved any non-effectiveness cut prices tumbled v

Digital seduction is propaganda, says marketing guru

EXCLUSIVE

Aidan Quigley

Says marketing guru

The Ad Council CEO

To be honest, the US is

Aidan Quigley

Says marketing guru

The Ad Council CEO

To be honest, the US is

Aidan Quigley

Says marketing guru

The Ad Council CEO

To be honest, the US is
We believe that leading our industry is best realised through collaboration, partnership and cross-pollination. Our landmark study, Advertising Pays, was supported by nine industry associations and our 14 representative member councils (operating under the aegis of The Communications Council) develop initiatives and manage issues across myriad disciplines; creative, strategic planning, account management, PR, production and healthcare advertising.

In 2016 we partnered with the AANA, OMA and ASB to deliver self-regulation training. We continue to drive gender diversity as a priority and also provide employment and legal/regulatory guidance to issues of relevance to our members.

Alcohol Beverages Advertising Code Committee (ABAC)
With a seat on the ABAC Management Committee, The Communications Council attended regular committee meetings and contributed to the Communications Plan and Digital Marketing Review. 50 agencies accessed pre-waiting service on behalf of clients and 18 member agencies.

Media Entertainment & Arts Alliance (MEAA)
The Communications Council negotiated on behalf of members to introduce a new terms of the MEAA proposal to introduce increase to voiceover rates. Ongoing discussions were also held with MEAA representatives to raise key business challenges and seek practical and effective solutions on talent-related issues.

Outdoor Media Association (OMA)
We responded to the City of Sydney’s draft Development Control Plan – Signs and Advertisements 2015, in support of a submission by the Outdoor Media Association (OMA), calling for more flexibility and a number of amendments to be made to the DCP to allow applications for electronic signage to be considered for their merit.

Talent
We worked with TalentPay to identify key financial and legal challenges for agencies engaged in the employment of talent, and supported the introduction of an updated industry standard contract for the engagement of talent.

Diversity Agenda
The Communications Council passionately believes that diversity in business translates into tangible economic, creative and social benefits and is an essential condition for the prosperity of commercial creativity.

Our Gender Diversity Group focused on addressing the gender imbalance in management in the marketing communications by providing practical tools to assist its organisational management via our online resource hub.

Further initiatives to champion a more balanced gender representation include AWARD’s Power of Ten and our efforts to encourage wider geographic, socio-economic and ethnic representation across The Graduate Program and AWARD School applications each year.

Regulatory and Legal guidance
All member agencies are entitled to two complimentary written legal clearances each year. We 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.

Grassroot Events
The Communications Council’s grassroots activities could be considered our ‘sleeping giant’. They enrich our industry in three ways; a) for individuals, by improving knowledge, insight, skills and confidence b) for member groups, by sustaining and promoting community identity and connecting our member base for shared learning and c) for communities more broadly, by cross-pollinating with a diverse range of professionals from sectors beyond our own. Whether it’s our Youngbloods program, which connects and inspires young people within the communications industry across five States, or the Public Relations Council’s mentoring initiative and its Client Advisory Board sessions, The Communications Council’s grassroots program encourages collective action on a localised level to effect positive change for our industry, and a tangible sense of responsibility for its future.
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.
Industrious Committees

The Communications Council oversees a broad range of special interest groups which manage issues and develop initiatives to address emerging opportunities and challenges across all facets of our business.

Our councils are driven by a common goal: to raise the profile and value of commercial creativity through best practice standards and principles. How they do this varies, depending on the needs of the member group they represent.

Councils bring together like-minded people who are passionate about the industry, prepared to exchange experiences and committed to making change for good.

Australian Writers and Art Directors Association (AWARD)
Chair: Wilf Sweetland, Managing Partner, The Sweet Shop
- Partnered Semi-Permanent, held 37th AWARD Awards and 3-day showcase with AWARD School pop up and panel discussion
- News Corp Australia partnership with AWARD School and Ask Izzy campaign challenge for aspiring copywriters and art directors
- Inaugural Emerging Creative Directors Residential Course
- Gossage Documentary presented by biographer Stephen Harrison

Account Planning Group (APG)
Chair: Angela Morris, Executive Planning Director, J. Walter Thompson
- 6 APG events nationally, including
- Battle of Big Thinking at Vivid
- APG Strategy Awards
Vice Chair: Sophie Price, Chief Strategy Officer, UM
- Insights into SXSW, Cannes Showcase, What is the Role of Planners? Breakfast Clubs, The Many Hats of Planning (Many Baskin)
- The Future of Marketing & Advertising Forum

Account Management Group (AMG)
Chair: Belinda Murray, Client Services Director, BWM Dentsu
- 5 events across Sydney and Melbourne including
- Work Behind The Work, panel debates and Speed Mentoring

Public Relations Council (PRC)
Chair: Melissa Cullen, Managing Director, AS Publica
- 22 PRC events held across Sydney and Melbourne
- Intimate Q&A sessions with key media figures: Speakers have included Jules Lund (TR|BE), Prue MacSween and Sara Flanagan (IMG)
- Roll out of the PRC Mentoring Program pilot, with more than a dozen mentors from creative agencies within The Communications Council connecting with the next generation of leaders

Commercial Producers Council (CPC)
Co-Chair: Lucas Jenner, Producer, Rabbit
- Participated in negotiations with the Transport Management Centre (TMC) and transport minister regarding ROL application process
Co-Chair: Karen Bryson, Executive Producer, FINCH
- Negotiated with government immigration on the visa application process
- Standardised industry NDA, Australian Directors Guild partnership

Healthcare Committee (HCC)
Chair: Stuart Black, Chief Executive Officer, Ward 6
- Participated in Australian Self Medication Industry (ASMI) Code review
- Participated in reviews of Complementary & Alternative Medicines and Medicines & Medical Devices Regulation, conducted by the Medicines Review Panel, Dept of Health
- Provided expert guidance to ASB on a pre-vetting proposal
We’re delighted you’re a part of our vibrant community of high-performing professionals. As a member you not only enjoy substantial discounts but gain exclusive access to industry events, advocacy, support and guidance services to help you do your job better, develop your peoples’ competencies and advance your business impact.

To maximise your membership experience we encourage you to participate in our community, partner with us to build career pathways, join our committees, enter our awards and attend our huge calendar of events.

Grow agency capabilities and careers

Our unique suite of professional development brands; The Graduate Program, AWARD School, AdSchool, IPA Residentials and Online courses build skills and career pathways that are widely acknowledged and internationally recognised as best practice.

Access our guidance services

Contact our guidance line or email us regarding legal and regulatory issues. We offer all our member agencies 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.

Engage with our industry’s best at events

Our powerhouse of 14 representative member committees present an array of event and networking activities each year that enlighten, inspire, inform, educate and entertain, with something for every member group, individual and professional level. This year The Communications Council ran 73 events for nearly 6,000 attendees. Significant member discounts applied at every event.

Partner with us as career catalysts

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 Online Foundation Certificate and two day IPA Inspirational Foundations Workshop. We also post your job advertisements on our online jobs page.

Recognise and celebrate excellence

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 connect

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.

We encourage our members to become actively involved so that the issues of greatest importance to the industry remain our focus and priority.

Exclusive access to our benchmarking surveys

Participate in our annual Salary Survey. As a valued member resource, the surveys provide participating members with a benchmarked overview of the industry’s employment and financial landscape. Participation in the survey is included in the membership fee.

Learn from effectiveness case studies

Effie’s library of finalist and award-winning cases includes summaries, videos of awarded work and hundreds of written case studies on effective marketing communications strategies, ideas and results. Our database aims to educate about effective marketing communications and to showcase the companies and individuals creating effective work to enhance learning in our industry across more than 40 categories; from Automotive, Finance and Electronics to Food, Retail and Telcos.

We’re delighted you’re a part of our vibrant community of high-performing professionals. As a member you not only enjoy substantial discounts but gain exclusive access to industry events, advocacy, support and guidance services to help you do your job better, develop your peoples’ competencies and advance your business impact.

To maximise your membership experience we encourage you to participate in our community, partner with us to build career pathways, join our committees, enter our awards and attend our huge calendar of events.
HIGHLIGHTS IN 2016

79 events
5,727 attendees
67 courses
978 enrolments

January
APG: The Consumer is Dead
6th January, Sydney
Graduate Program (Intake)
20 January, Sydney & Melbourne

February
AWARD School Information Nights
4 February, Sydney, Melbourne & Perth
Graduate Program: Getting Started Workshop
9 February, Sydney & Melbourne
PRC Forum: Crisis and Issues Management
23 February, Sydney & Melbourne

March
IPA Inspirational Foundations
10 - 11 March, Sydney
17 - 18 March, Melbourne
PRC Forum: Working with Influencers
16 March, Sydney
AWARD Film Screening: Howard Gossage
16 March, Sydney

April
IPA Campaign Planning
3 - 5 April, Sydney
AWARD School NSW & VIC Intake
4 April - 30 July, Sydney & Melbourne
PRC Forum - Working with Influencers
6 April, Melbourne
AWARD School QLD & SA Intake
11 April - 7 July, Brisbane, Adelaide
AdSchool: Brand Strategy and Development
18 - 28 April, Perth
AdSchool: Art Direction Principles
20 April - 25 May, Brisbane
Marketing Legal Workshop with
Stephen von Muenster
21 April, Brisbane
Youngbloods: Industry Interrogation
16 June, Brisbane
AdSchool: How to Sell Your Work
17 June, Brisbane
Youngbloods: Meet and Greet
21 April, Brisbane
Youngbloods: Throwback Trivia
21 April, Sydney
AWARD School WA Intake
26 April - 19 July, Perth

May
Understanding the Creative Process
3 May - 28 June, Perth
Marketing Legal Workshop with
Stephen von Muenster
3 May, Sydney
APG: Insights into SXSW
3 May, Sydney
5 May, Melbourne
AdSchool: How to Sell Your Work
13 May, Sydney
AdSchool: SEM Workshop
16 May, Perth
AdSchool: The Art of Campaign Management
18 May - 20 July, Melbourne

June
AdSchool: Managing Digital Production
2 - 3 June, Melbourne
APG: Battle of Big Thinking
7 June, Sydney
Advertising Pays Launch
7 June, Brisbane
15 June, Sydney
Youngbloods: Industry Interrogation
16 June, Brisbane
AdSchool: How to Sell Your Work
17 June, Brisbane
AdSchool: Copywriting
20 June - 29 July, Sydney
AdSchool: Brand Strategy and Development
22 June - 27 July, Brisbane
AdSchool: The Art of Persuasion
26 June - 28 June, Sydney

July
IPA Client Service Agency Leadership
10 - 12 July, Sydney
17 - 19 July, Sydney
20 July, Brisbane
APG: UX and Planning
13 July, Sydney
AWARD School Graduation Night
19 July, Sydney
20 July, Melbourne
AdSchool: Understanding the Creative Process
20 July - 28 September, Brisbane
AdSchool: Account Management
28 July - 30 August, Perth

August
AdSchool: Copywriting
26 July - 13 September, Perth
APG: Cannes Showcase
27 - 28 July, Sydney & Melbourne
AWARD: School Graduation Night
28 July, Brisbane

September
Leadership Event: Why Developing People is Good for Business
1 September, Sydney
IPA Strategic Planning
4 - 6 September, Sydney
AWARD: How to Sell Your Work
1 & 8 September, Melbourne
AdSchool: Digital Strategy
2 September, Perth
AdSchool: Advanced Digital Strategy
3 & 4 September, Melbourne
AWARD: Stories That Spread
4 & 11 September, Melbourne
Peter Field Effectiveness Masterclass
8 September, Sydney
9 September, Melbourne
AdSchool: Media Mechanics
8 September, Perth
Australian Effie Awards Ceremony
8 September, Sydney
AMG: Power Your Effectiveness
9 September, Sydney
Youngbloods: WTF Content
9 September, Sydney
AMG: Powering Your Effectiveness
10 September, Melbourne

IPA Strategic Planning
13 + 15 September, Melbourne

AdSchool: Art Direction Principles (Intake)
16 September – 18 November, Sydney

PRC: A Conversation with Ben Fordham and David Reid
17 September, Sydney

APG & News Corp Cannes Download Showcase
22 September, Brisbane

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

Graduate Program: 2017 Information Night
29 September, Sydney

Graduate Program Information Night
30 September, Melbourne

October

PRC Leadership Lunch: What’s keeping you awake at night?
8 October, Melbourne

2015 Youngbloods Championships
8 October, Brisbane

AdSchool: Strategic Planning Principles
10 October – 12 December, Sydney

AdSchool: Creative and Digital Copywriting
14 & 21 October, Brisbane

APG: Breakfast Club
17 October, Sydney

Graduate Program 2017 (Intake)
20 October, Melbourne

PRC: A Conversation with Kate McGrath and Tim Fisher
21 October, Melbourne

AdSchool: SEM Workshop
28 October, Perth

APG: Data and Creativity with Quantum
28 October, Sydney

Youngbloods: Blood Donation Drive
28 – 30 October, Perth

November

Digital Strategy & Experience Design
1 – 29 November, Sydney

AdSchool: Presenting with Confidence
2 November, Perth

AdSchool: SEO Workshop
4 November, Perth

AWARD School NZ & TAS Graduation
4 November, Auckland & Hobart

AdSchool: The Art of Persuasion
29 November, Sydney

December

APG Strategy Awards
1 December, Sydney

PRC Christmas Lunch
18 December, Melbourne

Youngbloods: End of Year Party
26 November, Sydney

AdSchool: Presenting with Confidence
2 November, Perth

APG: Breakfast Club
17 October, Sydney

Graduate Program 2017 (Intake)
20 October, Melbourne

PRC: A Conversation with Kate McGrath and Tim Fisher
21 October, Melbourne

AdSchool: SEM Workshop
28 October, Perth

APG: Data and Creativity with Quantum
28 October, Sydney

Youngbloods: Blood Donation Drive
28 – 30 October, Perth

PRC: Future-Proofing Your Agency
6 November, Sydney

Youngbloods: End of Year Party
9 November, Perth

PRC: Client Advisory Board
12 November, Melbourne

APG Planning 101 Ceremony
12 November, Sydney

BraVo Awards
17 November, Sydney

AWARD Emerging Creative Directors Residential Course
20 – 22 November, Sydney

AMG: Youth vs Experience Panel Debate
23 November, Sydney

AMG: Data vs Creative Panel Debate
24 November, Melbourne

Youngbloods: End of Year Party
26 November, Sydney

AdSchool: Creative and Digital Copywriting
4 & 11 November, Brisbane

THE COMMUNICATIONS COUNCIL TEAM

NSW

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

Jo Libiline
Events & Sponsorship Director
(02) 8297 3809
jo@communicationscouncil.org.au

Jane Mathews
Membership & PD Director
(02) 8297 3806
jane@communicationscouncil.org.au

Suzi Adey
PD Project Manager
(02) 8297 3877
suzi@communicationscouncil.org.au

Sara Lisboa
Membership & Systems Manager
sara@communicationscouncil.org.au

VIC

Nici Henningsan
State Manager VIC
(03) 8416 6746
nici@communicationscouncil.org.au

Jane Probert
Events Manager
(02) 8297 3842
jean@communicationscouncil.org.au

Simone Goldstein
PD Manager
(02) 8297 3842
simone@communicationscouncil.org.au

Kerstin Loop
Digital Designer
(02) 8297 3842
kersting@communicationscouncil.org.au

WA

Danielle Norrish
State Manager WA
0403 030 030
danielle@communicationscouncil.org.au

Sophie Park
Membership & PD Co-ordinator
0448 811 040
sophie@communicationscouncil.org.au

QLD

Hanns Bergs
State Manager QLD
0436 806 195
hanna@communicationscouncil.org.au

Jean Probert
Events Manager
(02) 8297 3842
jean@communicationscouncil.org.au

Simone Goldstein
PD Manager
(02) 8297 3842
simone@communicationscouncil.org.au

Kerstin Loop
Digital Designer
(02) 8297 3842
kersting@communicationscouncil.org.au

WA

Danielle Norrish
State Manager WA
0403 030 030
danielle@communicationscouncil.org.au

Sophie Park
Membership & PD Co-ordinator
0448 811 040
sophie@communicationscouncil.org.au

QLD

Hanns Bergs
State Manager QLD
0436 806 195
hanna@communicationscouncil.org.au

We would like to thank our members for your support throughout 2016. In addition, The Communications Council acknowledges our committees, chairs, tutors, speakers, judges and special guests 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.