2017 member report

the communications council
Dear members,

Every business, in every market has been disrupted. Ours is no different. Now, more than ever before. We need a unified and committed industry body with shared objectives. Last year we established a three year plan for The Communication Council with the goal to make commercial creativity one of the most valued professions by 2025. One of the priorities for the first 12 months was to unify the industry.

It’s encouraging to see the progress that has been made. We were excited to welcome new and returning members to the council including McCann Worldwide, the Isobar Group and many independents. It’s a fragmented industry but we do estimate that approximately 85% of agencies are members.

The release of the Deloitte Advertising Pays Report last year has helped forge a closer relationship with other industry associations, especially the AANA, ABAC and OMA, as we play an increasingly important role defending the self-regulatory system.

And we are now working closely with our sister agency, the Media Federation of Australia, on an advocacy campaign to ensure we can continue to attract the best international talent to cover skills shortages, which will accelerate as the government changes their visa programs.

Finally, it’s been an interesting year for both our own industry and the broader world generally. I for one am fascinated by how this will continue to play out over the next year. And, I hope the industry will continue to evolve and move forward together as we enter 2018.

Jaimes Leggett
Chair of The Communications Council

In an industry that changes so rapidly, the year seems to have passed in a blink of an eye. We continue to make progress as we implement our core activities and a review of the year indicates that we’re moving in the right direction. It is impossible to ignore a few highlights.

Peter Field made another trip to Australia with a busy schedule of immersives, lectures and training commitments. He was joined by Les Binet and other globally-recognised advertising effectiveness heavyweights and we are definitely seeing progress as more marketers question the wisdom of short-term activation campaigns at the expense of longer-term brand building.

The second year of our partnership with Semi Permanent featured a very fitting and moving tribute to Tom McFarlane as he was admitted into the AWARD Hall of Fame. And to celebrate the 30th year since David Droga won AWARD School, this year’s national winner, Tom Lawrence won a trip to New York to meet our home grown legend.

There is no doubt the industry is in exciting and evolving times but several issues are gathering momentum. Supporting the AANA and other industry associations remains a high priority as we unite to defend the proven self-regulatory system and the unexpected abolition of the 457 visa has compromised our ability to attract international talent necessitating four submissions to government since the announcement.

I would like to thank all members, partners and volunteers for their continued commitment and selfless support throughout the year and trust 2018 will result in continued progress.

Tony Hale
Chief Executive Officer
about the communications council

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

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

THE MEMBERS

NATIONAL BOARD

Jaimes Leggett
CEO Australasia,
M&C Saatchi, TCC Chair

Paul Bradbury
Chief Executive Officer
ANZ, TBWA Group

Lorraine Jokovic
Chief Executive Officer
LOUD

Jonathan Isaacs
Chief Finance Officer
Clemenger Group

Annalise Brown
Managing Director
Hidden Characters

Michael Rebele
CEO Australia & NZ
Saatchi & Saatchi

Angela Morris
Executive Planning Director,JWT

Mark Green
Chief Executive Officer
The Monkeys

Nicole Taylor
CEO, DDB Group
Sydney

Melinda Gertz
CEO Australia
Leo Burnett (resigned July 17)

Andrew Fabbro
Founding Partner
AJF Partnership (resigned June 17)

Wilf Sweetland
Managing Partner
The Sweet Shop (resigned May 17)

STATE COMMITTEE CHAIRS

VIC
Melinda Gertz
CEO Australia
Leo Burnett

WA
Gavin Bain
CEO
Meerkats

QLD
Andy Fyffe
Managing Partner
Khemistry

SA
John Baker
Managing Director
KWP!
our year in numbers

**membership**

- 169 member offices
- 7 member offices across 7 states and territories
- 5,490 professionals employed

**professional development**

- 69 courses
- 1,042 enrolments
- 25,255 hours professional development
- 304 tutors and lecturers
- 187 AWARD School graduates

**commercial creativity**

- 4 award shows
- 1,602 award entries
- 295 judges
- 362 awards presented

**industry leadership**

- 7 government submissions
- 25 sessions
- 375 participants
- 5,439 people surveyed
- 171 positions included
- 118 agencies participated

**events and seminars**

- 79 events
- 6,295 attendees
- 57 graduate program placements

**COMPLIANCE TRAINING**

**SALARY SURVEY**

**INDUSTRY COMMITTEES**
our vision
To make commercial creativity one of the most valued professional services in Australia by 2025.

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

KEY PILLARS

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
Effectiveness Summits
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
Building world-class careers and preparing our industry for the demands of the future, these are the overarching aims of our professional development courses and curriculum. In 2017 via the vehicles of The Graduate Program, AWARD School, AdSchool, IPA Residential and IPA Online curriculums, we delivered 25,255 training hours across 69 courses for 1,042 delegates.

AWARD CREATIVE LEADERSHIP COURSE

In October AWARD presented its Creative Leadership Residential, a sold-out event for two years in a row. Chaired by BMP Creative Founder Warren Brown; this is the only custom-designed training essential for senior creatives as they transition into leadership roles.

ADWARD SCHOOL

AWARD School, established in 1983, has been recognised worldwide as our pre-eminent training program for aspiring creatives.

- 540 Applications
- 187 Accepted Students
- 256 Interested in Pop-up @ Semi Permanent
- 480 Graduation night attendees

2017 marked the 30th anniversary of David Droga (Droga5) winning AWARD School. To celebrate the 2017 national winner, Tom Lawrence, was flown to NYC to visit David Droga in September. Complementing this year’s AWARD School program was an Application Workshop improving the quality of applicants and the inaugural Folio Night assisting students to secure jobs.

AdSchool is delivered by industry leaders for the industry and is endorsed by The Account Management Group (AMG) and The Account Planning Group (APG). The Communications Council delivered a newly updated professional development program in 2017. New additions to this year’s program were private bespoke courses as well as a stronger emphasis on digital.

- 399 Total Course Enrolments
- 107 Enrolments into Bespoke Courses
- 85 AdSchool Strategic Planning Enrolments
- 52 AdSchool Digital Strategy & Experience Design Enrolments

DEVELOP CAREERS

This year The Graduate Program welcomed 57 new graduates into The Communications Council member agencies. Graduates completed four modules of professional development: - IPA Online Foundation Certificate, Getting Started Workshop, IPA Fundamentals and AMG/APG/Youngblood Events.

- 57 IPA Online Course Enrolments
- 28 IPA Strategic Planning Students
- 20 IPA Business & Agency Leadership Enrolments
- 20 IPA Campaign Planning Students

Six IPA Residencies; three days of intensive mentoring, debate and interactive learning aimed at transitioning managers into leadership roles across Campaign Planning, Strategic Planning and Business and Agency Leadership were also held in Sydney and Melbourne. Course Chairs included UM Sydney’s Sophie Price, and GTB Melbourne’s Anuj Mehra, M&C Saatchi Sydney’s Justin Graham, AJF Partnership Melbourne's Pieter-Paul von Weiler and Clemenger BBDO Sydney’s Andy Pontin, along with TBWA Melbourne’s Kimberlee Wells.
The very best of our creativity and advertising effectiveness is on display and celebrated through our awards programs. The recognition for brands and agencies who dare to think outside the square, who employ strategic approaches which deliver both brand and business success as well embed curiosity, epitomises what these award vehicles aim to unearth in participants.

**AWARD AWARDS**

The AWARD Awards has been running for nearly four decades and continues to be the most prestigious creative award program in the region. In 2017, we leveraged the Semi Permanent (SP) collaboration by having our international Chairman of Judges speak at SP, built a showcase to promote the industry and repeated the AWARD School pop-up for a brief on McDonalds.

The highlight of the AWARD Awards evening was the induction of Tom McFarlane into the Hall of Fame. In a surprise visit from Droga5 New York, Tom’s daughter Mieta delivered an emotional address celebrating his contribution to the industry.

May: 38th AWARD Awards ceremony
- 110 Judges
- 307 Awards
- 35 Gold Pencils
- Agency of the Year: Clemenger BBDO Melbourne
- Best in Show: Clemenger BBDO Melbourne for “Meet Graham - Transport Accident Commission”
- Production Company of the Year: Exit Films
- Network of the Year: BBDO
- Client of the Year: Transport Accident Commission

**AUSTRALIAN EFFIE AWARDS**

In a calendar filled with awards, the reputation of the Australian Effies continues to grow. They are now widely seen as the most credible and most difficult to win.

We were honoured this year to have Les Binet and Peter Field as our special guests for a glittering night at the new International Convention Centre Sydney (ICC), where Julia Zamiro lent her comedic hosting style to entertain the audience.

August: 9th Effie Awards
- 175 Judges
- 45 Awards
- 5 Gold
- Effective Agency of the Year: BMF
- Effective Advertiser of the Year: ANZ Australia
- Grand Effie: AJF Partnership for Lion-Dare Iced Coffee - “How thinking straight led to long-term growth”

**APG PLANNING IDOL**

Recognising young talent in the area of strategic planning.

November: 6th Planning Idol Ceremony
- Winner: Thomas Cleary, SapientRazorfish Sydney
- Highly Commended: James Bennett, Cummins & Partners Melbourne

**BRAVO AWARDS**

A regional celebration of the annual Global Healthcare Awards. Three global awards were delivered to two Australian agencies.

November: 9th Bravo Awards Ceremony
- Saatchi & Saatchi Wellness Sydney: Promozia “Protected Wallet”
- Saatchi & Saatchi Wellness Sydney: Sanofi Pasteur “Blown out of action”
- Greyhealth Australia/Sudler Sydney: Xeljanz “Living Nightmare”
Beyond the employment rate within the industry the accountability and emphasis on effectiveness has become a central focus particularly in the post-digital landscape in which we find ourselves. The success of the Effectiveness Week activities supported by the international speaker register helped to demonstrate and reinforce the value of appropriate campaign evaluation. Formulation of strategy where long-term impacts to brands are weighted above shorter-term and vanity metrics; these are the new norm to be celebrated.

**SALARY SURVEY**

The longstanding salary survey continues to be the most comprehensive database for remuneration and professional trends in the industry. The 2017 Salary Survey revealed 171 benchmarked industry positions, which is a clear indication that commercial creativity is contributing to Australia’s economic prosperity.

This year it has proven to be an even more invaluable tool with data collected on over 5,400 people. New data has also been collected allowing us to understand how many people, and in what positions, are being brought into the country on 457 visas.

**SUMMARY**

**EFFECTIVENESS**

Effectiveness Week - Australia

As the landscape continues to evolve rapidly and all agencies and advertisers experiment with new marketing options, it is imperative that we continue to examine whether the campaigns launched have delivered an effective return on investment.

The Effies and EffWeek provide a compelling platform to challenge what is working and what is not.

The following saying has never been more relevant:

‘Not everything that can be counted counts. Not everything that counts can be counted.’
- William Bruce Cameron

This year we were fortunate to have both Les Binet and Peter Field together in Australia for the very first time. The delivery of the results of their latest study outside of the UK also took place for the first time.

Peter Field was kept extremely busy by conducting 18 bespoke member agency events across Sydney, Melbourne and Perth to an estimated combined audience of nearly 800 agency and marketing executives. The Communications Council in partnership with DDB and ThinkTV hosted three Marketing Effectiveness on Trial Summits, featuring Les and Peter who were joined by:

- Associate Professor Rachel Kennedy from Ehrenberg Bass Institute
- Professor Karen Nelson-Field from Marketing Science
- Mark Earls aka The Herdmeister

<table>
<thead>
<tr>
<th>Gender Split</th>
<th>Permanent Positions</th>
<th>Senior Management</th>
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<tbody>
<tr>
<td>Gender</td>
<td>47%</td>
<td>78%</td>
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<tr>
<td>Female</td>
<td>53%</td>
<td>22%</td>
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Salary Survey 2017 © The Communications Council

**EXHIBITION SCHEDULE**

<table>
<thead>
<tr>
<th>Sydney</th>
<th>Melbourne</th>
<th>Perth</th>
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<tbody>
<tr>
<td>August 31</td>
<td>September 7</td>
<td>September 11</td>
</tr>
<tr>
<td>National Maritime Museum</td>
<td>Convention and Exhibition Centre</td>
<td>State Theatre</td>
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<tr>
<td>Total Attendees - 126</td>
<td>Total Attendees - 77</td>
<td>Total Attendees - 107</td>
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The industry works under a successful self-regulatory system that effectively evolves and moves with community standards. Throughout 2017 The Communications Council collaborated and partnered with all other industry associations to ensure we protect and maintain the system. Relevant contributions included:

**ALCOHOL BEVERAGES ADVERTISING CODE COMMITTEE (ABAC)**

The Communications Council sits on the ABAC Management Committee to ensure compliant alcohol advertising is developed through the successful pre-vetting services and all complaints are adjudicated by the panel. The ABAC code was modified during 2017 to supplement the content code with a placement code. It is important that digital and social media remain compliant to the standards.

**ADVERTISING PAYS**

The launch of the Advertising Pays Report continues to be used through many areas of the industry, especially with respect to any advocacy with the government. The Advertising Standards Code conducted their own study with Deloitte Access Economics following on from the Advertising Pays Report to quantify the economic benefits of the self-regulatory system. This was successfully launched in Government House, Canberra in August.

**HEALTHCARE SUBMISSIONS**

The Australian government is reviewing how it is managing the approval and complaints process for therapeutic goods. A new Bill has been drafted outlining changes to the Therapeutic Goods Act that will impact on advertising complementary medicines available in pharmacies and the way complaints are currently handled. On behalf of the industry, The Communications Council lodged three detailed submissions commenting on the proposed changes.

**457 VISA SUBMISSION**

In April 2017, the Australian Government announced a major change to the temporary system including the abolition of the 457 visa from March 2018 and replacement with a stricter Temporary Skills Shortages (TSS) visa scheme. The consequence of the changes is the primary occupation codes used by the industry were relegated to the short-term list, rendering it very difficult to attract overseas talent to cover key skills shortages in Australia.

The Communications Council has joined forces with the Media Federation of Australia (MFA) to advocate the importance of international talent to the competitiveness of the industry. To-date we have lodged four submissions to various government departments, written numerous letters to key politicians and senior policy advisors and engaged key government influencers in discussions. It will be a long process but The Communications Council remains committed to the cause.

**AUSTRALIAN DIRECTORS GUILD (ADG)**

Through the Commercial Producers Council (CPC), The Communications Council worked with the ADG to develop a mentoring program, sponsored by the Screen Australia: Gender Matters initiative. The program encourages the industry to embrace female directors. Eight production companies were involved.

**CODES AND REGULATORY TRAINING**

Understanding how the AANA Code of Ethics is applied or how the ASB administer the codes and complaint resolution, what the individual codes (eg ABAC), CAD and the ACCC are and comprise of is part of working in the advertising industry. The Communications Council has developed and delivered a comprehensive presentation for member agencies that covers all of these learnings, and is constantly updating information. In addition, The Communications Council have developed a "Codes Cheat Sheet" which explains all of the industry acronyms along with links to all of the codes.
INDUSTRY COMMITTEES

Our committees provide a community of like-minded and passionate individuals galvanised by the sole aim of raising creative standards in all forms of commercial communication. Each member group strives to represent the interests of its speciality profession, whether it’s public relations, account management or planning, the Youngbloods and AWARD participants or health and commercial producers. This year these committees developed their individual brand stories via events and forged partnerships with some incredibly talented industry talent and speakers.

Australasian Writers and Art Directors Association (AWARD)
Chair: Mike Spirkovski, Chief Creative Officer, Saatchi & Saatchi Australia
17 events held across five states, including five AWARD School Graduation Evenings. Other events included a continued partnership with Semi Permanent; 38th AWARD Awards and three-day showcase with AWARD School pop-up and panel discussion.

Commercial Producers Council (CPC)
Co-Chairs: Lucas Jenner, Rabbit and Karen Bryson, Finch Executive Producers
In 2017, The ADG Commercial & Content Directing Mentorship Program (running for six months) received 34 applicants. Eight mentorees were selected, seven member mentors partnered with them and two were offered permanent representation upon completion of the program.

Account Planning Group (APG)
Chair: Angela Morris, Executive Planning Director, J.Walter Thompson
Five APG events held across Sydney and Melbourne, including Battle of Big Thinking in partnership with Vivid and Passion trumps Talent.

Account Management Group (AMG)
Chair: Belinda Murray
Managing Director, BWM Dentsu Melbourne
Eight AMG events held across Sydney and Melbourne, including The Good, The Bad and The Ugly, The Gloves are off and Agency vs Consultancies ‘who’s on the darkside’.

Public Relations Council (PRC)
Chair: Annalise Brown
Managing Director, Hidden Characters
Seven PRC events held across Sydney and Melbourne. These included intimate Q&A sessions with prominent event and media experts. Speakers featured Tim Freeland, Emily Weight, Dan Phelan and Ben Cooper. The PRC Mentoring Program continued with more than a dozen impressive mentors from creative agencies within The Communications Council connecting with the next generation of leaders.

Healthcare Committee (HCC)
Chaired by Stuart Black
Chief Executive Officer, Ward 6
Submissions in 2017 included:
• The scheduling policy framework and advertising of Pharmacy-only medicines submission
• Exposure drafts: Therapeutic Goods Amendment (2017 Measures No. 1) Bill 2017 and Therapeutic Goods (Charges) Amendment Bill 2017 Submission
• Therapeutic Goods Advertising Code Proposed improvements including proposed framework for Schedule 3 (S3) medicine advertising submission.

Youngbloods
Youngbloods bridges the gap between young people and creative industries. An initiative of The Communications Council, Youngbloods host regular career and social events to inspire and connect people in their first few years of work or in their final year of study.
highlights in 2017

JANUARY

Graduate Program (Intake) 30 Jan, Sydney, Melbourne

FEBRUARY

Effie Awards Launch 7 Feb, Sydney
10 Feb, Melbourne
14 Feb, Brisbane
15 Feb, Perth

MARCH

AWARD Creative Masterclass Bespoke 2 Mar, Sydney
PRC: New Influencer Guidelines 2 Mar, Melbourne
AWARD Creative Masterclass 3 Mar, Sydney
9 Mar, Perth
Steve Harrison - Documentary with
MARCH

APRIL

IPA Non Residential: Fundamentals 8 - 9 Mar, Melbourne
9 - 10 Mar, Sydney
AdSchool The Art of Persuasion Bespoke 14 Mar, Sydney
15 Mar, Sydney
16 Mar, Sydney
17 Mar, Sydney
AMG: The Work Behind The Work 15 Mar, Sydney
16 Mar, Sydney

MAY

Business Leadership 9 May, Perth
PRC Leadership Lunch: What’s keeping you awake at night? 11 May, Sydney
12 May, Melbourne
AWARD School Speed Dating 15 May, Sydney, Melbourne
AMG: Glenn McPhee on The leader in us all 18 May, Sydney
Youngbloods QLD Panel: The leader in us all 18 May, Sydney
Youngbloods NSW: Winter Wonderland Trivia 18 May, Sydney
AMG: 7 Minute Mentors 18 May, Sydney

JUNE

APG: SXSW Insights 12 Apr, Sydney
20 Apr, Melbourne
AdSchool Strategic Planning Core Skills 21 Mar - 9 May, Sydney
Youngbloods NSW: Winter Wonderland Trivia 18 May, Sydney
Youngbloods NSW: Winter Wonderland Trivia 18 May, Sydney
AWARD Unplugged with Glenn Cole 23 May, Sydney
AdSchool: A Practical Approach to Wellness and Managing Stress 29 Jun, Sydney
Creative Leadership Forum with Glenn Cole 26 May, Sydney

JULY

AWARD Awards 26 May, Sydney

AUGUST

Youngbloods WA: Winter Wonder World Trivia 23 Aug - 11 Oct, Melbourne
Youngbloods NSW: Winter Wonderland Trivia 18 May, Sydney
Youngbloods WA: Battle of the Ad Bands 25 Aug, Perth

SEPTEMBER

Youngbloods WA: F*ck The Haters 24 Aug, Sydney
Youngbloods WA: Battle of the Ad Bands 25 Aug, Perth

OCTOBER

IPA Residential: Business & Agency Leadership 30 Jul - 1 Aug, Melbourne

NOVEMBER

AdSchool Extreme Digital Literacy 16 - 21 Jun, Melbourne
AdSchool Strategic Planning Core Skills 6 Jul - 24 Aug, Sydney
AMG: Glenn McPhee on The leader in us all 18 May, Sydney
Youngbloods NSW: Winter Wonderland Trivia 18 May, Sydney
highlights in 2017

SEPTEMBER
IPA Residential: Strategic Planning 3 - 5 Sep, Melbourne

AdSchool Media Planning & Buying 5 Sep - 1 Nov, Perth
AdSchool Fearless Writing For The Digital Age 5 Sep - 26 Sep, Sydney
AdSchool Strategic Planning Core Skills 6 Sep - 15 Nov, Sydney
Jump Start Graduate Program: Agency Speed Dating 7 Sep, Perth
Effweek: Marketing Effectiveness on Trial 7 Sep, Melbourne 11 Sep, Perth
Youngbloods QLD: Holey Moley 7 Sep, Brisbane
PRC: A Conversation with Event Experts 13 Sep, Sydney
AdSchool Account Management Core 13 Sep - 4 Oct, Melbourne
PRC Leadership Lunch: Examining Retention 15 Sep, Melbourne
AWARD School Alumni Folio Night 19 Sep, Sydney

AdSchool Fearless Writing Bespoke 25 Oct, Melbourne
AWARD School Application Workshop 28 Oct, Melbourne

NOVEMBER
AdSchool Commercial Management 1 Nov, Melbourne
AdSchool How to Sell a New Idea Bespoke 10 Nov, Melbourne
APG Planning Idol Awards 13 Nov, Sydney
Graduate Program Agency Assessment Day 15 Nov, Melbourne, Sydney
Bravo Awards Show 16 Nov, Sydney
AdSchool The Art of Persuasion Bespoke 20 Nov, Sydney
AMG: Agencies vs Consultancies 23 Nov, Melbourne
Youngbloods NSW: First Page, Last Page On creativity, growth & the work 17 Oct, Sydney

DECEMBER
AWARD School Application Workshop 2 Dec, Sydney
PRC: Christmas Lunch 6 Dec, Sydney 7 Dec, Melbourne
AdSchool How to Sell a New Idea Bespoke 14 Dec, Sydney

the comms council team

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Hanns Bergs
Education and Member Services Manager QLD 0438 806 195

QLD
Sophie Park
Now at MCN Perth

INTERNS & GRADUATES

Sophie Elliott
NSW
Michelle Weekes
NSW
Annabelle Sheridan
VIC
Caitlin Kerr
Now at DDB Sydney
Alex Cropley
Now at DDB Sydney
Sophie Park
Now at MCN Perth
We would like to thank our members for your support throughout 2017. 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. If you are interested to learn more on how to maximise your membership with us, please contact us via: hello@communicationscouncil.org.au
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