note from the ceo

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

Industry associations are no exceptions and we kicked off 2018 having made tough decisions to focus our activities on a tighter set of priorities. We have since been rewarded with our best year. The initiative to bring Ron Baker and Tim Williams to Australia was especially well-received, with sold-out workshops on value-based pricing. We will continue this vital project throughout 2019.

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

In 2018, we welcomed a new chair, a refreshed board and a revitalised vision for the industry. I would like to sincerely thank Mark Green, who has welcomed his election with a great deal of enthusiasm; and Jaimes Leggett for his enormous contribution in helping to forge TCC’s new path.

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

Tony Hale
CEO of The Communications Council

note from the chair

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

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

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

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

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

Mark Green
Chair of The Communications Council
The Communications Council

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

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

Our Members

Mark Green | Chair
Chief Executive Officer
The Monkeys

Laura Aldington
Chief Executive Officer
Host/Havas

Nicole Taylor | Deputy Chair
Chief Executive Officer
McCann Australia

Michael Rebelo
Chief Executive Officer ANZ
Publicis Communications

Tara Ford
Executive Creative Director
DDB

Paul Bradbury
Chief Executive Officer ANZ
TBWA Group

Jonathan Isaacs
Chief Financial Officer
Clemenger Group

Nick Garrett
Chief Executive Officer
Clemenger Group

Jaimes Leggett
Chief Executive Officer
M&C Saatchi Australasia

Lorraine Jokovic
Chief Executive Officer
LOUD

6
### Membership
- 146 member offices
- 5,029 professionals employed

### Professional Development
- 42 courses
- 704 enrolments
- 281 tutors & lecturers
- 21,136 hours formal professional development
- 22,443 hours informal learning

### Commercial Creativity
- 1,319 award entries
- 224 judges
- 336 awards presented

### Industry Leadership
- 3 award shows
- 16 sessions
- 222 participants

### Events and Seminars
- 63 events
- 6,058 attendees
- 201 AWARD School graduates
- 93 agencies participated

### Compliance Training
- 180 positions included
- 4,531 people surveyed

### Salary Survey
vision for 2019

Our purpose

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

Our vision

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

Brand positioning

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

Key pillars

PEOPLE DEVELOPMENT

Build professional talent through accreditation and diversity.

1. Attract and retain top talent (accreditation)
2. Promote up-skilling and career-long learning (CPD)
3. Champion diversity and accreditation

CHAMPION CREATIVITY

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

1. Educate & inspire
2. Take our best to the world
3. Drive industry recognition & the link between creativity and effectiveness

DEMONSTRATE VALUE

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

1. Impact on business
2. Economic
   (GDP/Employment)
3. Fair remuneration

INDUSTRY LEADERSHIP

2019 Opportunities and activities

<table>
<thead>
<tr>
<th>Pillar</th>
<th>Opportunity</th>
<th>Activities</th>
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| People Development      | The industry thrives when multiple perspectives are applied to a problem. We need to broaden our talent pathways, invest into building careers and formalise recognised industry standards through accreditation. | • Professional Development
                        |                                                                              |   • AWARD School, AWARD Creative Leadership, AWARD Craft
                        |                                                                              |   • AdSchool
                        |                                                                              |   • IPA courses and certificates
                        |                                                                              |   • Graduate programs
                        |                                                                              |   • Diversity & Inclusion integration
                        |                                                                              |   • Salary Survey insights
                        |                                                                              |   • Accreditation and CPD roadmap                                               |
| Champion Creativity     | Help the industry feel positive about creativity and creative thinking. Inspire the broader business community to see that creativity can change the world. | • AWARD Awards
                        |                                                                              |   • AWARD 40th anniversary
                        |                                                                              |   • AWARD ‘Work behind the Work’
                        |                                                                              |   • APG ‘Planning Idol’
                        |                                                                              |   • APG ‘Battle of Big Thinking’                                               |
| Demonstrate Value       | To elevate and amplify the impact and role that advertising can play when at its most effective. To reinforce that advertising is a vital element in a thriving economy. | • Effie Awards program
                        |                                                                              |   • Effie roadshow and ‘Work Behind the Work’
                        |                                                                              |   • Effies Report and insights
                        |                                                                              |   • Advertising Pays supplement
                        |                                                                              |   • Continue Value-Based Pricing forums and thought-leadership                |
Our professional development curriculum has been designed to build world-class careers and prepare our industry for the demands of the future. In 2018 we delivered 42 courses for 704 delegates across AdSchool, AWARD Creative Leadership, AWARD School, The Graduate Program, Jump Start WA and IPA.

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

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

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

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

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

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

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

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

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

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

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

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

AdSchool Digital Strategy & Experience Design
Lecturers: Meina Hamilton (NSW), Alex Wood (VIC), Rob Hudson (QLD), Guy Turner (WA), Grant Baker (SA)

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

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

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

AdSchool Account Management for Tomorrow
Lecturers: Chiquita King (NSW), Bruce Coombe (VIC), Rob Kent (QLD), Carolyn Mooney (WA)

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

IPA
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AdSchool in numbers
483 Applications
201 Students
629 Graduation attendees
129 Application workshop participants
6 Mentees

AdSchool in numbers
249 Total Enrolments
26 Total Courses
9 NSW Courses
7 VIC Courses
5 WA Courses
4 QLD Courses
1 SA Courses
champion creativity

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

AWARD Awards

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

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

The winners

Agency of the Year: Host/Havas
Client of the Year: ALDI Australia
Network of the Year: Clemenger BBDO
Creative Team of the Year: Daniel Davison and Ashley Wilding, CHE Proximity
Production Company of the Year: Revolver/Will O’Rourke

48 Gold Pencils
291 Awards
75 Judges

Australian Effie Awards

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

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

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

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

The winners

Effective Agency of the Year: CHE Proximity
Effective Advertiser of the Year: ALDI Australia with agency BMF

Bravo! Awards

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

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

The Australian 2018 Global Award winners

Pharma (Rx) Category:
Silver Award - Saatchi & Saatchi Wellness
Health & Wellness Category:
Silver Award - BWM Dentsu for Product Innovation
Silver Award - McCann Health for Social Video
Bronze Award - McCann Health for Copywriting
Bronze Award - Saatchi & Saatchi Wellness for Illustration
Facilitating and recognising excellence in effectiveness is one of the key pillars of TCC, and in 2018 we continued to develop a longer-term view to marketing within industry through a series of initiatives including the inaugural Think:Long mini-summit, our bespoke value-based pricing workshops, the Effie Awards and our longstanding Salary Report.

Value-Based Pricing Workshops

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

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

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

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

Think:Long

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

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

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

Salary Survey

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

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

- Total permanent salaries: $470,742,753
- Average permanent salary per position: $115,804
- Gender split: 55% M | 45% F for all positions, 76% M | 24% F for senior management positions.

Salary Report 2018

The Communications Council

Salary Report 2018

Gender Split

- Total permanent salaries
- Average permanent salary per position
- Gender split
- Gender split (senior management)
The Communications Council proudly provides guidance and leadership on issues of relevance to our members, from codes and regulations in advertising, to diversity and inclusion, and advocacy. Our work is further strengthened through collaboration and partnership with other industry leaders, as detailed below.

**Lead the industry**

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

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

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

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

**Compliance training in 2018**
- 16 sessions
- 222 participants

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

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

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

**2018 Sponsors: Advertising Effectiveness**
This year, Think TV continued their support of The Australian Effie Awards, which were presented by The Communications Council and AANA.

**2018 Sponsors: Promoting Creativity**
This year, we welcomed Facebook Australia and New Zealand as primary sponsors of AWARD School and other AWARD initiatives, such as the inaugural Think:Long creative summit.
### Calendar Highlights 2018

#### February
- **Effie Awards Launch**
  - 7 Feb: Sydney<br>  - 15 Feb: Melbourne<br>  - 19 Feb: Brisbane
- **AWARD School Info Night**
  - 7 Feb: Sydney<br>  - 15 Feb: Melbourne<br>  - 19 Feb: Brisbane
- **The Graduate Program commences**
  - 21 Feb: Sydney<br>  - 21 Feb: Melbourne
- **AdSchool Design Thinking for Innovation**
  - 21 Feb: Sydney

#### March
- **Youngbloods NSW**: Brands That Broke Through
  - 3 Mar: Sydney
- **Youngbloods QLD**: A Night on the Green
  - 8 Mar: Brisbane
- **Youngbloods WA Sports Tournament**
  - 15 Mar: Perth
- **AMG: The Work Behind The Work**
  - 15 Mar: Melbourne
- **AdSchool Core Strategic Planning**
  - 20 Mar: Sydney<br>  - 20 Mar: Melbourne
- **Youngbloods VIC Launch**
  - 22 Mar: Melbourne

#### April
- **AdSchool Account Management for Tomorrow**
  - 4 Apr: Melbourne<br>  - 10 Apr: Sydney<br>  - 24 Apr: Brisbane
- **AWARD School commences**
  - 9 Apr: Sydney<br>  - 12 Apr: Perth<br>  - 16 Apr: Brisbane<br>  - 16 Apr: Adelaide
- **AdSchool Advanced Strategic Planning**
  - 10 Apr: Perth
- **IPA Foundation Online Certificate**
  - 11 Apr: National
- **AdSchool Core Strategic Planning**
  - 17 Apr: Brisbane
- **Youngbloods WA**: Bigwigs First Five
  - 26 Apr: Perth

#### May
- **Youngbloods QLD**: The Work Behind The Work
  - 2 May: Brisbane
- **Eff Test Online Certificate**
  - 3 May: National
- **AdSchool The Art of Persuasion Bespoke course**
  - 7 May: Sydney<br>  - 8 May: Melbourne<br>  - 9 May: Sydney
- **AdSchool Digital Strategy & Experience Design**
  - 25 May: Sydney<br>  - 30 May: Brisbane<br>  - 30 May: Melbourne

#### June
- **Foundations of Value-Based Pricing with Ron Baker**
  - 24 May: Sydney<br>  - 28 May: Melbourne
- **Youngbloods NSW**: Very Naughty Trivia
  - 24 May: Sydney
- **Youngbloods WA**: Get a Taste of 303MullenLowe
  - 24 May: Perth
- **AWARD Presents THINKLONG**
  - 25 May: Sydney
- **AWARD Awards**
  - 25 May: Sydney
- **AWARD Creative Leadership**
  - 27 May: Sydney
- **AMG: The Work Behind The Work**
  - 30 May: Sydney

#### July
- **AdSchool Advanced Strategic Planning**
  - 4 Jul: Melbourne
- **AdSchool Core Strategic Planning**
  - 18 Jul: Sydney<br>  - 18 Jul: Perth
- **AWARD School Graduate Exhibition**
  - 24 Jul: Perth
- **AWARD School Graduation Night**

#### August
- **Youngbloods NSW**: Innovate or Die
  - 1 Aug: Sydney
- **AMG & APG: Cannes Download**
  - 2 Aug: Sydney<br>  - 6 Aug: Melbourne
- **AWARD School NIL Announcement**
  - 7 Aug: Sydney
- **Youngbloods NSW Buzzword Bingo**
  - 9 Aug: Sydney
- **AWARD School Folio Night**
  - 20 Aug: Sydney<br>  - 22 Aug: Melbourne
- **AdSchool Adv. Strategic Planning**
  - 22 Aug: Brisbane

#### September
- **IPA Residential: Strategic Planning**
  - 2 Sep: Sydney<br>  - 5 Sep: National
- **IPA Foundation Online Certificate**
  - 12 Sep: National
- **Activating New Pricing Strategies with Tim Williams**
  - 12 Sep: Sydney<br>  - 14 Sep: Melbourne
- **AWARD: Cannes Download**
  - 12 Sep: Adelaide
- **Youngbloods WA**: Battle of the Ad Bands
  - 14 Sep: Perth
- **AdSchool Fearless Writing for the Digital Age**
  - 17 Sep: Sydney
- **Youngbloods QLD Mad Mentors Trivia**
  - 19 Sep: Brisbane
- **Youngbloods VIC Casuals**
  - 27 Sep: Melbourne

#### October
- **AdSchool Advanced Strategic Planning**
  - 2 Oct: Melbourne
- **Youngbloods WA**: The Big Think
  - 4 Oct: Perth
- **Eff Test Online Certificate**
  - 4 Oct: National
- **AdSchool Digital Strategy & Experience Design**
  - 15 Oct: Adelaide
- **Youngbloods NSW**: For Good’s Sake
  - 7 Nov: Sydney
- **Youngbloods WA PADC After Party**
  - 9 Nov: Perth
- **Youngbloods VIC**: Career Limiting Moves
  - 15 Nov: Melbourne
- **Bravo Awards**
  - 15 Nov: Sydney
- **Youngbloods QLD**: Thanksgiving Cheers
  - 22 Nov: Brisbane
- **AWARD School Application Workshop**

#### November
- **Youngbloods VIC**: Speed Mentoring
  - 21 Jun: Melbourne
- **IPA Foundation Online Certificate**
  - 27 Jun: National
- **Youngbloods WA**: Get a Taste of The Brand Agency
  - 22 Aug: Perth
- **Jump Start WA commences**
  - 26 Aug: Perth
- **Effie Awards Ceremony**
  - 30 Aug: Sydney

### Additional Events
- **Foundations of Value-Based Pricing with Ron Baker**
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  - 27 Sep: Melbourne
industry committees

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

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

Account Planning Group (APG)
Chair: Angela Morris, Chief Strategy Officer, J.Walter Thompson Australia
Five APG events were held across Sydney and Melbourne, including the Battle of Big Thinking at VIVID, Cannes Download (co-hosted with AMG), Brands v Rise of the Machines, and Martin Weigel’s ‘Escape from Fantasy’. Like the AMG, members of the APG play a central role in developing and delivering our AdSchool and IPA courses, ensuring the content of the courses remains at the forefront of industry thinking.

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

Commercial Producers Council (CPC)
Co-Chairs: Lucas Jenner, Executive Producer, Rabbit
Karen Bryson, Executive Producer, FINCH
In 2018, the CPC released its guidelines manual, a best practice industry guide for its members covering quoting and bidding, production agreements, road safety, visa applications, confidentiality agreements and more. For the second year running, the CPC assisted in the design and implementation of the Commercial & Content Directing Mentorships, which pairs emerging female directors with commercial production companies to gain an insight into life as a director in the commercial space.

Healthcare Committee (HCC)
Chair: Stuart Black, Group CEO, Ward 6
HCC developed a healthy pitching guide for Australian healthcare marketers, hosted the Australian Bravo Awards, and made a series of submissions to the Department of Health concerning the Therapeutic Goods Administration (TGA) advertising code changes, which were rolled out in Q4 2018.

Youngbloods
NSW Chair: Chloe Saintilian
VIC Co-chairs: Matt Gardener & Spencer Ratliff
QLD Co-chairs: Nicole Klinakis & Rubini Gunaratnam
WA Chair: Sarah Kappeler
Youngbloods bridges the gap between young people and creative industries. Each year, our hard-working committee members from New South Wales, Victoria, Queensland and Western Australia deliver a knockout calendar of events and initiatives striking the perfect balance between education, networking and fun.
the comms council team

**NSW**
- Tony Hale
  - Chief Executive Officer
- Simone Goldstein
  - Professional Development Manager
- Jo Libline
  - Events & Sponsorship Director
- Jean Probert
  - Events Manager
- Sara Lisboa
  - Membership & Systems Manager
- Prue Tehan
  - Member Services
- Lucia Elliott
  - Consultant
- Mahsa Fratantoni
  - Media & Content Consultant
- Kerstin Loop
  - Digital Designer

**VIC**
- Amy Lee
  - Education & Member Services Manager
- Danielle Norrish
  - Education & Member Services Manager
- Hanns Bergs
  - Education & Member Services Manager
- Micky Grant
  - Education & Member Services Manager

**WA**
- Olivia Jones
  - NSW
- Ella Brown
  - NSW
- Sophie Elliott
  - NSW
- Annabelle Sheridan
  - NSW

**QLD**
- Mary Bocarro
  - WA

**SA**

**Interns & Graduates**
- Olivia Jones
  - NSW
- Ella Brown
  - NSW
- Sophie Elliott
  - NSW
- Annabelle Sheridan
  - NSW
- Mary Bocarro
  - WA

planner for 2019

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

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<tr>
<th>COURSE</th>
<th>TIME</th>
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<tr>
<td>The Graduate Program</td>
<td>6 months</td>
<td>NSW, VIC</td>
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<td>JumpStart: WA Graduate Program</td>
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<td>IPA Online - Foundation Certificate</td>
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<td>IPA Online - Commercial Certificate</td>
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<td>10 hrs</td>
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<td>IPA Residential - Business &amp; Agency Leadership</td>
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<td>IPA Residential - Strategic Planning</td>
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<td>AdSchool Care Strategic Planning</td>
<td>8 weeks</td>
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<td>AdSchool Account Management for Tomorrow</td>
<td>8 weeks</td>
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<td>AdSchool The Art of Persuasion</td>
<td>1 day</td>
<td>AVAILABLE ANYTIME - all states</td>
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| AWARD School | 12 weeks | ALL STATES | | | | | | | | | | | |
| AWARD School Application Workshop | 1 day | NSW | | | | | | | | | | | |
| AWARD Creative Leadership | 3 days | NSW | | | | | | | | | | | |
| AWARD Craft | 6 weeks | NSW, VIC | | | | | | | | | | | |

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

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<th>EVENTS</th>
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<td>AWARD Awards Ceremony</td>
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<td>Staff &amp; Awards Ceremony</td>
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Thank You

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

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