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1. Note from the CEO
Dear members,

This is the second year we have developed this report as a way of summarising the value that members have received from The Communications Council, as well as mapping trends and achievements from across the industry.

There have been a number of progressive initiatives in the areas of industry leadership and professional development, as well as a growing range of industry events available to members. Highlights from 2013 include:

- the release of a major industry reputation study, providing valuable insights to members around which of the industry’s reputational drivers are considered most important by clients, agencies themselves and the general public;
- recruitment, training and placement of more than 60 grads through our intensive Graduate Trainee Programs, which run across NSW, VIC and WA; and,
- our third annual Circus Festival of Commercial Creativity, which incorporated the APG’s Battle of Big Thinking and creativity’s night of nights, the AWARD Awards, playing host to some of the best and brightest from around the world, including Rebecca Van Dyck (Facebook) and Jonathan Mildenhall (Coca-Cola).

I would like to take this opportunity to thank all of our members, lecturers, councilis, consultants and sponsors who have offered their support throughout 2013. In line with this, several very important and influential members reached the end of their tenures on our national board this May.

The original Communications Council board, Chaired by Host Founder, Anthony Freedman, helped merge and shape The Communications Council into the multifaceted and collaborative body that it has become over the past three years, bringing together the Advertising Federation Australia (AFA), the Australasian Writers and Art Directors Association (AWARD), the Account Planning Group (APG) and the Australasian Promotional Marketing Association (APMA). Championing the belief that together we are stronger, the board has since driven forward further expansion, leading to our current representation of professionals across a broad range of specialties including Public Relations, Account Management, Commercial Production, Digital and Healthcare. We are extremely grateful to the team for their vision, commitment and guidance throughout this period.

Driving activity forward next year, our new board has already been planning several major projects and changes which will take place in 2014, from exciting collaborative partnerships, including forming greater connections with the UK’s IPA and support of the World Federation of Advertisers Conference in March in place of Circus, to the redesign of our professional development offering in line with changing industry needs.

We hope this report is useful. It is through our members’ support and involvement that we are able to accomplish great things for our industry. I look forward to working with you in 2014.

Margaret Zabel,
CEO of The Communications Council
2. About The Communications Council

As the peak body representing agencies in the marketing and communications industry to government, industry, media and the public, The Communications Council is committed to helping grow member businesses and developing individual careers through the provision of professional development services, advocacy and support.

We represent a range of businesses, including specialists in the fields of digital, media, strategy, public relations, healthcare, production, promotion and creativity.

Our purpose
To promote the value of agencies by engaging with clients, the industry and the government

Our goal
To make our members more professional and more profitable

Our objectives
To provide industry guidance and leadership and to raise standards and professionalism
To offer continuous professional development for the attraction and retention of agency talent
To champion commercial creativity and effectiveness
It has been a privilege to be a part of The Communications Council since its formation, to witness, celebrate and help steer some of the progressive changes that we have seen in our industry over the last few years. Since the forming of our new board in May, there has been a renewed sense of vigour and excitement around our core mission: to promote the value of agencies to clients, industry and the government. I’d like to thank the team for their enthusiasm and support so far, and look forward to seeing many of those plans manifested in 2014.

With many big achievements, challenges and changes taking place over the past year, it has been both a busy and exciting period for The Communications Council – not dissimilar to the year our members have had. We know that many clients and agencies are still feeling the challenges of a particularly competitive and in many cases depressed market, with a change of federal government and continued uncertainty around global financial stability heavily impacting the business community. Yet amid the uncertainty, we have seen displayed through our awards programs, courses and speaker events, truly inspiring, cutting-edge thinking that has continued to drive our industry forward into new exciting territory this year.

Sudeep Gohil, CEO and founding partner of Droga5, was this year appointed Chairman of The Communications Council. Having held a place on the national board since 2010 and having lead The Account Planning Group as Chairman until 2012, Sudeep has been an integral member of the council since its inception three years ago.

Since starting his career in the mailroom at George Patterson Bates, he has worked for some of the world’s most successful international advertising agencies and across a multitude of leading brands, from Virgin Atlantic, Telstra and Cadbury, to Qantas, Lynx and Unilever. Now at the helm of one of Australia’s prominent and growing agencies, Sudeep recognises the challenges facing our members and is passionate about promoting the value that today’s agencies deliver to the economy, culture and society.

Sudeep Gohil,
Chairman of
The Communications Council
3. Our industry at a glance

$1.22bn  
Revenue

-1.1% Annual Growth 2008–2013

1.0%  
Expected Annual Growth 2013–18

Source: IBISWorld: A digital age: Advertising agencies diversify services to meet the challenges of new media, February 2013

Industry overview

It has been another challenging year for Australian advertising agencies, as global economic conditions and the ever-evolving digital landscape continue to impact where and how clients spend their promotional and advertising dollars.

Ad spend

The growing multitude of media platforms, from print and radio, to free-to-air television channels, pay television channels, and the vast online arena, have created a complicated landscape for clients in deciding how best to target their audiences; this year saw record shifts in consumer viewing patterns, and therefore also in ad spend allocation.

The Audited Media Association of Australia released figures in August showing further steep declines in print and magazine circulation, in line with predictions from Warc in July of a continued decrease in print media ad spend into 2014. Similarly, the rise in mobile devices, tablets, new social media websites and cheaper and faster internet connections, has seen online marketing investment reach new highs – an Interactive Advertising Bureau report released in the third quarter confirmed online as the dominant medium for advertising spend in Australia for the period 2012–13.

Revenue

When acknowledging the effects of the global financial crisis, the annual growth of the advertising industry in Australia has declined over the period 2008–13, standing at -1.1% – a fall from the 0.1% annual growth reported last year for the period 2007–12.

However, considering the period 2012–13 alone, IBISWorld estimates 2.5% growth, equating to revenue of $1.237 billion. Revenue is expected to increase again over 2013–14 to $1.3 billion (1.9%), as business and consumer confidence and the economy continue to improve.

Agency models and talent

Within this fragmented media landscape, advertising agencies have had to move away from traditional roles and adapt new skillsets to offer more integrated, relevant and holistic marketing options to clients. This has been demonstrated clearly by the major industry players, both on a local and international level, who have reformed agency models quickly by acquiring complementary expertise in areas such as public relations, digital advertising, web development or market research,
providing a one-stop-shop for clients. Many smaller agencies, however, are still in the process of acclimatising. Over the coming years, this trend should continue, as the services of the advertising industry become more aligned with the effects of increasing media fragmentation.

It is estimated by IBISWorld that the number of Australian enterprises in our industry will rise at an annualised 2.1% over the next few years due to industry revenue growth and low barriers to entry, while employment too will see a continued upward spike as businesses seek more digital and quantitative skills.

Agency changes: international context

The global financial crisis is still affecting many of the multinationals which own some of Australia’s advertising agencies. This is leading to more conservative activity in some of those firms despite a healthier economic environment. In light of the country’s relatively stable economy and proximity to Asian markets, international interest in Australian ad agencies is expected to grow over the coming years.

Regulatory pressures

Compared with other industries, regulatory pressure remains moderate in our sector. However, there have been several significant announcements and changes during 2013 regarding industry regulation: from the scrapping of the Gillard Government’s Convergence Review, to the announcement of upcoming changes to existing privacy laws, and the banning of all promotions of betting odds during sports.

Agencies must ensure they are compliant with these changes where relevant, while keeping abreast of reviews planned or already taking place in other areas, including outdoor advertising, the advertising of food and beverages, and the legitimacy of online reviews, which should continue through 2014.

Some of the areas The Communications Council has addressed this year include:

Outdoor advertising

Even since the 2011 inquiry and subsequent recommendations around billboard and outdoor advertising, complaints from the Christian Lobby Group arose in the state of Queensland this year regarding sexualised images on display, leading to a QLD Government content inquiry. The Communications Council released a response to the press advocating the effectiveness and continuation of the current self-regulatory system, which has seen a very low level of advertisements in breach of the AANA codes.

Alcohol advertising

There is increasing concern around advertising of alcohol products and their possible links to underage drinking or excessive consumption. Following calls from various lobby groups for alcohol advertisements to be further regulated or banned, last year the government tasked the Australian National Preventative Health Agency (ANPHA) with considering public policy on alcohol misuse, including a review of the existing regulations. ANPHA published their findings for feedback this year. The Communications Council will be issuing a response in cooperation with other industry bodies, and through representation on the Alcohol Beverages Advertising Code Scheme Management Committee (ABAC).

Privacy

The collection and use of consumer data has been an area of mounting concern as digital use has increased. As a result, in December 2012, the Australian Government introduced the Privacy Amendment (Enhancing Privacy Protection) Act 2012 (Cth). This Act introduces a set of mandatory privacy principles which replace the National Privacy Principles and the Information Privacy Principles contained in the Privacy Act 1988 (Cth). The Australian Privacy Principles (APPs) apply to all organisations that collect personal information and have a minimum annual turnover of $3 million or their business involves dealing in personal information as part of their commercial endeavours. It is expected that many organisations outside of this bracket will voluntarily subscribe to the APPs in order to adopt best practice.

In July 2013, The Communications Council shared details of the changes and guidance, supplied by legal partner Von Muenster Solicitors & Attorneys, ensuring all members are prepared for the changes, which take effect from 12th March 2014.

Online reviews

The ACCC recently identified fake online reviews as a priority under its Compliance and Enforcement Policy. As Australians rely more heavily on online reviews to influence their purchasing decisions, many business owners are exploiting consumers by taking advantage of the technology. The ACCC is focusing on businesses that use fake online reviews to enhance their reputation by duping consumers, and now has the power to issue infringement notices or seek a court penalty under Australian Consumer Law (ACL) where it is believed a person or business has broken consumer protection laws. The Communications Council will continue discussions with the ACCC to highlight the issues from an agency perspective. The ACCC is also preparing guidance on using and managing online review platforms, which will be released in the future.

Social media moderation

With the ACCC and a number of industry bodies having developed somewhat conflicting social media moderation guidelines, The Communications Council worked with Von Muenster Solicitors & Attorneys to inform members of the differences and present an overall recommendation for moderating brands’ social platforms.
4. Membership

The Communications Council’s member base spans a diverse range of specialties, including creative, digital, healthcare, design, direct marketing, promotion, public relations, production, and strategic planning. In today’s media environment in particular we are seeing a need for greater collaboration across many of these areas, as clients seek more integrated campaign solutions. Our position allows us to galvanise and unite our members through a variety of events, awards programs, groups and initiatives so that they may tackle industry issues, network and learn from each other.
In 2013, 60 events and awards took place ranging from our prestigious Australian Effie awards, AWARD Awards and APMA Star Awards, to AMG and APG speaker evenings, AWARD pub nights, member lunches and graduation ceremonies. New additions to our events calendar this year included PRC Member Forums, as well as an ongoing CEO Leadership series which launched with five forums across the states, revealing the findings of a major industry reputation study.

In 2014, we will continue to deliver quality learning and networking events, ensuring content and the issues we address provide valuable experiences for members.

Communications Council member top priorities

- Promote the value of agencies to clients
- Graduate Trainee Program
- AWARD School
- Effie Awards
- AWARD Awards
- Best practice guidance
- AdSchool training
- Professional development seminars
- Regulatory workshops
- Cross industry collaboration

Current membership

The Communications Council currently has 193 corporate member agencies across Australia, with an additional 369 individual members across AWARD, APG and AMG.

New members from 2013 include 16 PR agencies, which came on board across NSW, VIC, WA and QLD as part of the PRC, and a number of digital agencies, including Hatch’d and BlondGorilla in WA.

<table>
<thead>
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<th>State</th>
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<td>VIC</td>
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<td>QLD</td>
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<td>NT</td>
<td>2</td>
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<tr>
<td>TAS</td>
<td>5</td>
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Local representation

The Communications Council now has representatives in NSW, VIC, QLD, WA and SA to guarantee local members are sufficiently resourced and local issues are communicated effectively at national and state levels.

VIC Committee
In 2013, the committee in Victoria has progressed with several key projects, including rejuvenating core AdSchool courses and continuing the development of a best practice pitching guidelines website. In addition, two new VIC AWARD Committee members, Tom Martin (Clemenger BBDO) and Wilf Sweetland (The Sweet Shop), were welcomed onto The Communications Council’s national board this year, joining board member and VIC Committee Chair Melinda Geertz (Leo Burnett), who has worked to ensure local committee members have remained informed on the national agenda over the past two years.

QLD Committee
With focus on consolidating and servicing existing members, Queensland saw strong support from 2012 members in terms of renewals for 2013 with a total of 15 members in the state. A major member event in June was ‘Brisbannes’ – a celebration of creativity and effectiveness, welcoming 250 attendees to hear from guest speaker, Jeremy Rudge, Creative Excellence Lead at The Coca-Cola Company. The Smith Family AdSpace 2013 School Challenge was also supported by The Communications Council, judging presentations in a competition conducted to raise awareness of advertising as a career.

SA Committee
There have been several significant changes regarding membership and the Committee in SA this year. The appointment of Lauren Rowett to the permanent role of Membership and Professional Development Manager, coupled with the announcement of John McLaren as SA Chairman, has seen renewed focus on member value delivery and industry opportunities for the local market in 2013 and into the future. The Communications Council participated again this year in the annual Marketing Week event, curating a session on ‘Embracing existentialism to make marketing meaningful, with Adam Ferrier.’ Marketing Week launched with the Adelaide Art Directors Club (AADC) Awards which included the announcement of the AWARD and AADC partnership, signalling a stronger tie between the groups and providing a national platform for local AADC winners.

Professional development sessions on Social Media Legals and Creative Effectiveness were well received by members and a further program will continue in 2014 to complement the updated AdSchool training schedule.

WA Committee
In June, The Communications Council announced the formation of a WA Executive Committee, comprising of Tony Scampoli (Gatecrasher), Al Taylor (303Lowe), Colin Mackay-Coghill (Marketforce), Gavin Bain (Meerkats) and Danielle Norrish (The Communications Council), with each designated a portfolio. The Committee’s core focus is to continue to raise the credibility and value of the industry through WA initiatives such as the recent partnership with Curtin University and ongoing government consultation. WA membership increased to 22 agencies, showing strong growth in diverse disciplines in digital, experiential and public relations. Representing this expanding membership base, Al Taylor became the first WA representative to sit on the national board of The Communications Council. State Manager of The Communications Council, Danielle Norrish, was also awarded Campaign Brief’s 2013 Advertising Person of the Year in WA.

In the last three years, we have seen an incredible increase in participation by agencies here in WA. Why? Because everyone has recognised the great job the The Communications Council is doing in driving legitimacy and credibility of our industry, and they want to support that to the fullest extent.

Al Taylor,
Group Managing Director,
303Lowe
5. Industry leadership

It is our vision to empower communications agencies to be universally respected and valued for their contribution to society, culture and the economy. We are therefore committed to building the industry’s reputation through a range of best practice projects and initiatives which work to raise professional standards, and in turn, our reputation.

Past initiatives have included the development of Social Media Guidelines, as well as the APMA Pitch Guide, and support of the Online Behavioural Advertising guidelines since 2011. We also offer members access to a range of best practice resources, including HR templates and advice as a result of an ongoing partnership with HR specialists, Employsure, and access to ABAC seminars, informing members of changes within the scheme to ensure effective self-regulation.
Best practice projects

Best practice projects are often driven or supported by agency members. Some of the key projects from 2013 include:

**Industry Reputation Study**
The findings of a major industry reputation study, jointly commissioned by The Communications Council and The Media Federation of Australia, were released to members throughout 2013, with 150 agency representatives attending CEO Leadership Forums across NSW, VIC, WA, SA and QLD for a first look at the findings. Launching in November 2012, the study monitored how the industry is perceived by clients, agencies and by the wider public, with a view to understanding how best to provide value to clients, while setting a benchmark for reputation progress for the future.

**IPA Agencies Working Better Together**
Alignment with international industry bodies ensures agencies in Australia remain at the forefront in terms of best practice, gaining insights and inspiration from across different markets. An agreement with the UK’s IPA this year enabled our members to access the best practice report, ‘Agencies Working Better Together’, which was also presented at the CEO Leadership Forums. It helps provide guidance to agencies and clients on the core issue of collaboration which was identified in the reputation study.

**Standard Commercial Production Agreement**
In the first quarter, the CPC (Commercial Producers Council) released a newly developed Standard Production Agreement for commercial production. This has been an important initiative for the CPC with out-dated terms of agreement and increasing financial risk overshadowing the industry’s current practices. Highlighting the need for greater transparency in contractual arrangements between agencies and production companies, the benefit of a clearly negotiated agreement is greater certainty for both parties. Influence has come from key stakeholders including Agency Heads of Production, Chief Financial Officers and Agency Senior Management. With the endorsement of The Communications Council’s national board, the Agreement will now become a benchmark for best practice in Australia. It has also been shared with the newly formed New Zealand Advertising Producers Group who have adapted for their local market, resulting in a cross-Tasman best practice industry standard.

**Pitch Navigator**
Currently under development and a collaborative effort between The Communications Council, MFA and AANA, 2014 will see the production of a best practice guide and interactive web tool to assist clients and agencies with pitching and partnering.

**Gender diversity**
The Gender Diversity Group launched three work streams early this year to explore the different barriers to promotion and retention of women in our industry, with a view to developing a set of practical guidelines and recommendations to help enable a gender balance among senior management roles. The findings and recommendations will be presented to the national board in late 2013 before being released to members next year.

**Industry Value Report**
Given our key objective is to promote the value of our industry to clients, government and the wider public, in 2014 we will develop a value report in partnership with the AANA and the UK’s IPA, assessing the industry’s contribution to the economy, employment and client businesses.

**Industry commentary culture**
An issue that has continued to plague our industry over recent years is anonymous commentary on trade publication websites. The practice of negative commentary under the veil of anonymity poses a threat to individuals working in our industry and increasingly damages our industry’s reputation internationally. In 2014, The Communications Council will work to raise standards in this area and gain member support to address the issue.
Self-regulation

Workshops
As the media landscape in which we work expands, new regulations and expectations are being set at a similar pace. Important updates were made to The Communications Council’s national Codes and Compliance workshops – training that should be taken by members at least once a year. We have seen a steady flow of requests in this area, with a total of 21 ACCC/ASB/Ethics workshops taking place at member agencies across the states this year.

Advice
Covering legal, regulatory, copyright, IP and general information, our free member advice service is a valued resource among members, fielding 6 – 10 requests a week.

Thought leadership and promotion of the industry
Ensuring we are recognised as a responsible, proactive, innovative and forward-thinking industry helps to convey agency value to clients. The Communications Council has therefore represented the sector at a range of thought leadership forums this year:

Member Leadership Forums
A range of industry Chairs and CEOs joined panel discussions and presentations across the states this year to discuss with members the findings of a major industry reputation study and the IPA’s study on collaboration.

Circus
Celebrating commercial creativity in all its forms, the Circus festival brought together international and local luminaries from all corners of the business world to participate in idea generation, future gazing and unexpected thinking.

CommsCon
A team of four PRC Committee members joined Mumbrella’s conference to discuss the future of the PR industry and how it has evolved.

SWIMM
Illustrating the importance of female leadership, Margaret Zabel acts as a mentor in the Senior Women in Media and Marketing program (SWIMM).

Media relations
Engaging different media with key industry spokespeople helps to promote the value of our industry to a wide range of stakeholders. From events and awards wins, to thought leadership and industry initiatives, we work to ensure trade, business, local and national media are informed of the progressive work coming from our sector.

We expect to secure around 300 pieces of coverage by the end of 2013, with exposure across all trade titles, both the AFR and The Australian business pages, and local publications across the states.

She Says
Margaret Zabel led She Says sessions in Sydney and Melbourne in 2013, commenting on the state of play for women in media and marketing and offering insights on what can be done to see more women in leadership roles.
Cross industry collaboration

We have long represented members on several boards of the industry’s governing regulatory and marketing bodies, including the ABAC Scheme Management Committee and The Media Federation of Australia Executive Committee, as well as ensuring involvement in various additional initiatives. However, in November this year The Communications Council, the MFA and the AANA, made a pledge to ongoing commitment to greater collaboration into the future.

Key cross-industry initiatives from 2013

AANA and MFA
For the first time in 15 years, the Communications Council, The Media Federation of Australia (MFA), and The Australian Association of National Advertisers (AANA), came together to explore and tackle a key industry issue: our reputation. With the release of the findings, the three industry bodies pledge to commit to greater cross-industry collaboration into the future.

ABS
In August, The Communications Council responded to a discussion paper developed by the Australian Bureau of Statistics (ABS), supporting the proposal for the creation of activity satellite accounts to monitor the economic contribution made by creative and cultural industries in Australia.

OMA
The Outdoor Media Association (OMA) has been leading a call to prevent a g-rating being applied to all outdoor advertising in Queensland. Aligning with the stance of the OMA and the AANA, The Communications Council has worked with the OMA to support this call in the press.

TGA
At the end of July, The Communications Council’s Healthcare Committee (HCC) completed a Consultation Submission to the TGA (Therapeutic Goods Administration), responding on behalf of marketing communications professionals in the healthcare context to the issue of regulating the advertising of therapeutic goods to the general public.

MA
The Communications Council’s Healthcare Committee (HCC) participated in the latest Medicines Australia (MA) Code Review, with particular focus on recommendations for clarification on application of the Code in digital medic and social channels.

ABAC Scheme
Margaret Zabel holds a position on the management committee for the Alcohol Beverages Advertising Code Scheme, which meets four times a year. The ABAC Scheme’s best practice guidelines, ‘Responsible Marketing of Alcoholic Beverages in Digital Marketing’ were released to Communications Council members in September.
6. Professional development

Outlook

The emergence of new media and subsequent changes in agency models have placed increasing pressure on agencies to develop a range of new and updated skillsets, particularly in the area of digital. This apparent growing demand for training and professional development has naturally spurred a flood of competing organisations to start offering courses in these areas, resulting in a crowded and often confusing education space with quality training difficult to identify.

However, while there is greater need for talent, financial constraint following the global financial crisis has continued to curb agency spending on training through 2013. Professional development is a key driver of engagement within The Communications Council, and despite high levels of student satisfaction, certain courses have tracked declines in enrolments over the past few years. Aware of decreases in educational spending and rapid changes in training requirements, The Communications Council undertook a comprehensive research project among member agencies this year to ascertain direction for future training programs. The results of this project will influence changes to our education offering in 2014.

AdSchool

Despite a fall in attendance, AdSchool welcomed almost 600 students across 67 courses during its three terms in 2013, with consistent positive feedback on the course experience. Moving all state registration processes to a streamlined online service, the enrolment process was also improved.

Keeping pace with developing business needs, 18 new AdSchool courses were introduced this year, with remodelling work underway in areas such as Strategy Planning in VIC. Digital workshops and programs were received extremely well across the states, with the new Advanced Digital Strategy workshop by Jenny Williams proving popular in NSW, VIC and WA.

AdSchool student numbers nationwide

<table>
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<th>Year</th>
<th>Total</th>
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<tbody>
<tr>
<td>2011</td>
<td>889</td>
</tr>
<tr>
<td>2012</td>
<td>714</td>
</tr>
<tr>
<td>2013</td>
<td>594</td>
</tr>
</tbody>
</table>

*NSW* | *VIC* | *QLD* | *WA* | *SA*
---|---|---|---|---
392 | 141 | 149 | 144 | 73
248 | 123 | 148 | 140 | 55
210 | 107 | 110 | 112 | 52
AWARD School

A preparation course for those who want to become creatives in the advertising industry, AWARD school has proven consistently popular over the years, having also been ranked in the International YoungGuns Top 10 Schools producing the most awarded creative students. Well regarded among the industry, the course has now been running for more than 30 years.

The 16 week intensive course accepted 205 students across the states in 2013, with graduation ceremonies announcing the top students in each state class. The events provided the young creative with an opportunity to showcase some of their best work to industry leaders, media and sponsors.

AWARD Pre-School also held two classes in October, teaching students the basics about the industry, including how to approach and respond to a client brief, while AWARD Copy School welcomed 15 students on to the course which ran in Sydney in November, giving young copywriters an opportunity to learn from some of the best in the industry.

Applications
Total: 657

<table>
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Final Student Numbers:
Total: 205

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Now in its 34th year, the Graduate Trainee Program serves to source and nurture fresh talent. The core program consists of a five-day, intensive residential centre which includes the AdSchool Foundation certificate, at Sydney University Village or Trinity College at Melbourne University. The residential program is followed by nine months of seminars and coaching from leading industry professionals across a range of disciplines while the students are employed. This year, 56 graduates were recruited and placed into 27 leading agencies in NSW and VIC. The Communications Council estimates it will place 50 students into 28 agencies in 2014.

The Communications Council in WA also delivered a graduate program this year, specifically designed to suit smaller markets. The program involves an eight week industry induction, hosted by participating agencies, with successful graduates receiving a three month paid internship and the potential for full time employment. Over the past 18 months, The Communications Council WA placed 14 graduates in full time roles within the industry and estimates a further 12 in 2014.

Graduate Trainee Program

Member councils

The Communications Council has a wide range of member councils, made up of leading industry experts and senior practitioners. Developing best practice guidance, delivering relevant and inspiring events, and providing knowledge and insights around their respective fields or key issue areas, the councils are an integral part of The Communications Council and extremely influential across the broader industry.

Account Planning Group (APG)

Under the new leadership of Chairman Russ Mitchinson, Planning Partner at DDB, and Vice Chairman Justin Graham, Chief Strategy Officer at Droga5, the APG has delivered a program of initiatives this year under the vision of unexpected thinking. The strategic focus for the group has seen the value of the planning discipline showcased across the creative and media industry.

Key event highlights include the investigation into new look media planning, the strategy behind some of the most inspiring campaigns at Cannes Lions, and a creative effectiveness master class with Cannes Judge and APG Chairman Russ Mitchinson.

Gareth Kay, Chief Strategy Officer Goodby Silverstein & Partners, joined the APG as Chairman of Judges for the group’s biannual Planning Idol competition in October and delivered a tailored master class for members. These unique opportunities to learn from international experts continue to feature as an integral part of the APG member program.

Deborah Muddell, People Development Director, Clemenger BBDO

We want to grow future leaders who have a fundamental understanding of a cross section of marketing communications disciplines. These are the people who will succeed in a future where lines between historic communications disciplines are blurred or non-existent. We’re extremely proud our graduates over the past seven years who have gone on to follow their passions and become Planners, Copywriters, Production Managers, Account Directors, Experiential, PR and Healthcare Specialists.

Account Planning Group (APG)
The Account Planning Group continues to go from strength to strength, promoting unexpected thinking for business and brands across Australia. I’m particularly proud of the impact our new look committee has had, harnessing a broad range of skills from media to brand, digital to research and a gender balance. This new Committee has driven our objectives of Creativity, Community and Development; especially though the inspiring Cannes Showcases in Melbourne and Sydney, the Planning Idol awards for young strategic talent, our newly launched Breakfast Club, our Innovation session with Google, and a revamped and more combative Battle of Big Thinking to look out for next year...to name a couple. I’d like to sincerely thank our local members and international supporters who have made 2013 such a successful year for Planning. Let’s keep it fresh, diverse and unexpected in 2014.

Russ Mitchinson,
DDB Sydney,
Chairman of APG
Australasian Promotional Marketing Association (APMA) Representing leading promotional marketing and experiential marketing agencies in Australia and New Zealand, APMA champions the outstanding campaign work of agencies in this field through its annual Star Awards event, which took place in June this year. The group also provides valuable services to members in financial, legal, ethical, educational, and professional areas.

Australian Writers and Art Directors Association (AWARD) A progressive period for AWARD in terms of new links and achievements, 2013 saw the announcement of a partnership with AADC and PADC, forming a stronger connection between the SA and WA creative communities and the national membership. In collaboration with Google and Future Buro, the new look AWARD website and AWARD Awards app were also launched this year. The website is optimised for mobile devices, offering a streamlined web experience, showcasing new and innovative work, AWARD School achievements and creative campaigns. The app is the first of its kind, replacing the traditional AWARD Awards printed annual.

Further collaboration with The Loop has extended the profile of AWARD School students with portfolio and career advice now available to graduates. Over 2014, AWARD will continue to raise the standard of creative excellence through existing programs and further opportunities to partner with leading international creative communities.

Commercial Producers Council (CPC) With a purpose of setting professional standards for the delivery of creative production in a commercial context, the CPC looks at the provision of legal guidance and operational support for the business of commercial production, in a pressured economic environment.

This year has seen the development and launch of the Standard Production Agreement and Terms and Conditions for engaging commercial production services. With out-dated terms of agreement and increasing financial risk overshadowing the industry’s current practices, the standard agreement has been an important initiative for the CPC. In conjunction, the CPC has established a mediation policy to assist in the event of contractual disputes between parties. With mediation an increasingly preferred alternative for dispute resolution to legal proceedings, the policy and process will be of value for all members that may require this service.

Public Relations Council (PRC) Since forming at the end of 2012, the Public Relations Council has built a membership of 25 PR agencies across Australia. Representing the consumer public relations discipline within the marketing communications industry, the group’s purpose is to champion earned media.

A range of projects were launched by the group this year, including: quarterly member forums focusing on best practice and professional development; a networking speaker series, ‘A conversation with...’; a Measurement Group, focused on understanding and improving issues around quantifying results; and quarterly open committee meetings for member agency representatives.

The first year of the PRC has been eventful, productive, challenging and rewarding. We now have 25 leading agencies under our umbrella and a board comprising half a dozen of the best practitioners in the business. We have a committee underway working through the measurement minefield, we have had multiple excellent sessions presented by the leaders of our industry, we are setting up a series of conversations with key players in the new and old media, we are creating a Client Advisory Panel, we are leading the way on the industry-wide issue of anonymous commenting and we are keeping our membership abreast of all the pressing issues facing us in the changing media landscape. We have had a fun year but we have, quite literally, only just begun. The PRC wants to thank all its membership and its supporters from within The Communications Council for their great efforts and support. Onwards and upwards.

Stuart Gregor, Liquid Ideas, Chair of PRC
Michelle Hutton, Edelman, Deputy Chair of PRC
I’m very proud of the incredibly productive first year for the CPC. We have managed to initiate, create, launch and implement a national production agreement with terms and conditions and a mediation program. Not only has this agreement become industry standard across Australia but it has also been adopted across the ditch by the NZAPG (New Zealand Advertising Producers Group).

Emma Lawrence, Exit Films, Chair of CPC

Digital Committee
The digital committee is made up of leaders from specialist digital agencies, mainstream agencies and digital media companies. In 2013, the group has focused largely on best practice guidance in the increasingly complex area of social media management. The committee has responded to and advised other industry associations on moderation guidelines to ensure a balanced view is taken into consideration when developing their own guidelines, which will be available for members in early 2014. This project is an important tool in ensuring agency teams are well equipped for advising clients on practical implications of social campaigns, including monitoring and responding.

Gender Diversity Group
The Gender Diversity Group was set up in 2012 to address the gender imbalance in senior management roles in the marketing communications industry. Research commissioned in late 2012 was assessed this year leading to the formation of three work streams, exploring the key problem areas regarding retention and promotion of women at senior levels: ‘culture, client demands and flexible work practices’, ‘CEO awareness and building people-centricty in the agency model’, and ‘career, ambitions and leadership’.

The nine industry leaders taking part in the work streams have assessed methods and approaches that have been successful in other industries in achieving a balanced workforce and have presented their findings and recommendations to The Communications Council’s national board for consideration.

Healthcare Committee (HCC)
This group represents the interests of healthcare marketers and their agencies, with specific focus on regulatory training and best practice in this specialised area of marketing communications. In 2013, the HCC responded to the Therapeutic Goods Administration proposal on ‘Regulating the advertising of therapeutic goods to the general public’. The HCC submission provided expert guidance on pre-approval and complaints processes, with a view to ensuring The Communications Council takes a more active role in ongoing regulatory discussions as the TGA system undergoes further review and amendment.

The annual Bravo event celebrates outstanding creativity in healthcare from the Global Awards, showcasing Australasian winners and finalists. The 2013 event will be held mid-November, with support from the New York Festivals and local sponsors.

People and Culture Group
Regularly meet to share the latest developments and consult on professional level initiatives run by The Communications Council.
7. Commercial creativity

As the driving force behind our industry, it is imperative that creativity is celebrated and recognised as a powerful business tool. It has been a turning point for businesses in times of tightening budgets and, as demonstrated in our awards programs, we continue to see evidence that commercial creativity delivers clear and impressive returns on investment.

Awarding effective creativity raises both the profile and the standard of the work we produce as a sector, and The Communications Council is committed to championing the value and quality of that work to agencies, clients, and the wider business community.

AWARD Awards
The 34th annual AWARD awards took place at Sydney’s Town Hall in March, celebrating outstanding creative talent in the Asia Pacific region. With an exceptional year for Australian agencies on the international creative stage, the AWARD Awards captured the wealth of great home-grown ideas that have inspired excellence in commercial creativity. This year’s ceremony also marked the launch of AWARD’s first iPad app, replacing the traditional winners annual, as well a new mobile website, creating a new online hub for industry information and creative inspiration.

APMA Star Awards
The APMA Star Awards were held this year at Sydney’s Ivy Ballroom in June, where the finest campaigns from 2013 were celebrated in the field of promotional and experiential marketing.

Effie Awards
Entries hit a record high for the prestigious Australian Effie Awards in June, rising from 203 in 2012 to 228 this year. The September awards ceremony at Sydney’s Convention Centre awarded 22 agencies and clients, presenting a total of nine gold, 12 silver, and 17 bronze Effie awards.

Highly regarded among clients and agencies as a robust assessment of creative effectiveness, support for the Effies has continued to rise, highlighting the focus placed on results-driven communications.
APG Planning Idol
The biannual Planning Idol Awards took place in October this year, attracting 48 submissions from entrants including young planners, suits and for the first time students, with the introduction of a new student category. Gareth Kay, Chief Strategy Officer Goodby Silverstein & Partners, joined the APG as Chairman of Judges for the Idol competition and delivered a tailored master class for members.

Bravo! Awards
The World’s Best Healthcare Advertising was celebrated at The Blue Beat in Sydney in November, at the 2013 Bravo! Awards. Announcing the local winners of the 2013 Global Awards, which were also celebrated in a ceremony in New York City on the same date, The Bravo! Awards presented seven of the international trophies to six Australian agencies.

Circus 2013
The three-day Circus Festival of Commercial Creativity ran for the third consecutive year this March, inviting agency professionals, marketers, publishers, industry bodies, government representatives and students to hear from and meet a diverse range of creative and business leaders from around the world. Held in Sydney’s prestigious Town Hall, the festival delivered seven international keynotes on day one and heard from 15 industry heavyweights in the Battle of Big Thinking on day two. A range of industry master classes took place on the final day, allowing participants to pick the brains of leading marketers on issues relating to their day-to-day work.

A broad range of topics were explored, ranging from Chinese creativity, to the rise of conscious capitalism, the importance of brand APIs, and common mistakes made by marketers when advertising to women.

The Communications Council is committed to championing commercial creativity, and through events like Circus we are able to offer a world-class platform for inspiration and learning. We do, however, recognise that the growing number of industry events in Australia is creating a challenge for us, as well as for our members.

Next year, The World Federation of Advertisers and the AANA are set to hold the international Global Marketer Week conference in Sydney in March, which will be supported by The Communications Council in place of Circus. During the same week, we are delighted to confirm we will be hosting a session with Sir John Hegarty and David Droga. We hope that you will join us for this unique opportunity.
8. Thank you

We would like to thank everyone who has contributed to our initiatives and events over the past year. From committee discussions and consultation, to pro-bono campaign work, judging awards programs, or dedicating time and expertise to our professional development programs, our supporters have shared their time and resources generously and we are extremely grateful.
9. Maximise the value of your membership

There are many opportunities to be in the industry you’re in. We want to ensure you maximise your membership, whether through awards, events, training, or networking.

10 ways to get more from The Communications Council

1. Advice
Queries around legal and regulatory issues can be responded to over the phone on our advice line. We aim to respond to your requests within 24 hours to help you make the right decisions for your business.

2. Professional development for your talent
In a changing industry landscape, up-skilling has never been more important, and who better to learn from than industry experts and leaders in your field? AdSchool and AWARD School offer workshops or extended courses for every level across a range of disciplines.

3. Seminars and events
60 events took place this year, with something tailored to each member group, individual and professional level. From CEO forums to AMG and APG seminars and masterclasses, there is a range of opportunities available for members and the wider industry to network, learn and unite around key issues, with significant member discounts available.

4. Graduate Trainee Program
A unique talent pool available to participating members, the Graduate Trainee Program sources, mentors and welcome the freshest young Australian talent into our industry. Running for 34 years, this well-regarded program boasts a cast of impressive alumni.

5. Enter awards to recognise great results
Reward yourself, your colleagues and your agency at one of our award nights with specialist events for AWARD, APMA, APG and Effies. The Effies Awards are a critical part of showcasing results. Member agencies are entitled to major discounts.

6. Best practice online resources
It is in all of our best interests to raise professional standards and our industry reputation along with them. Alignment on, and driving of, best practice initiatives is a core part of what we do, and we rely on the input, enthusiasm and support of our members to ensure change is achievable.

7. Benchmarking
One of our most valued resources is our annual Salary Survey, providing participating members with a benchmarked overview of the industry’s employment landscape. The survey is free for members to enter. We will also be introducing an Agency Cost and Revenue Survey in 2014.

8. Member Councils
Get to know your industry peers in any of our many groups, designed to build a brighter future for marketing through programs for professional development.

9. Case studies
Access winning Effies case studies on our website to see the writing and the strategy behind the most effective campaigns.

10. Stay connected
Sign up for our monthly newsletter or senior management newsletter, The Network to ensure you’re in the know about industry news and events.
10. The 2013 Communications Council board

The Communications Council board delivers the strategic direction for our industry body, with board members providing a practitioners’ perspective to the implementation of our key objectives. With The Communications Council member base growing in size and diversity, this year saw the number of board members rise from 12 to 15 to ensure adequate representation across our member states.

Sudeep Gohil
Chief Executive Officer, Droga5

Chairman

Andrew Baxter
Chief Executive Officer, Ogilvy

Chris Brown
Chief Executive Officer, DDB

Melinda Geertz
Chief Executive Officer, Leo Burnett

Mark Harricks
Executive Creative Director, JWT Sydney

Michelle Hutton
Chief Executive Officer, Edelman

Jaimes Leggett
Chief Executive Officer, M&C Saatchi

David Lo
Managing Director, The Zoo Republic

Sophie Madden
Chief Executive Officer, MFA

Tom Martin
Creative Director, Clemenger Melbourne

Iain McDonald
Executive Creative Director, Amnesia Razorfish

Adrian Paul
Chief Operating Officer, Whybin TBWA

Joe Pollard
Chief Executive Officer, Publicis Mojo

Wilf Sweetland
Executive Producer/Managing Director, The Sweetshop

Alan Taylor
Managing Director, 303Lowe Perth
11. The 2013 Communications Council team

Margaret Zabel
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Membership Manager
(02) 8297 3830

Gawen Rudder
Membership Manager
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Hayley Warwick
Communications & Public Affairs Manager
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Danielle Norrish
Membership & Professional Development Manager WA
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Hanns Bergs
Membership & Professional Development Manager QLD
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Audrey Maxwell
Membership & Professional Development Manager VIC
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Linda Anderson
Professional Development Manager
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Shane Dingwall
Information & Web Manager
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Sara Lisboa
Membership Executive & Office Manager
(02) 8297 3800

Henry Satyam
Management Accountant
(02) 8297 3804
12. Looking ahead

2014 and beyond

Our aspiration is to transform The Communications Council to:

• Provide knowledge and insight based leadership within our industry
• Foster high professional standards that agencies strive for and that are valued by clients
• Build commitment within the industry to CPD as an important driver of agency success and profitability
• Work collaboratively with other industry bodies to build a strong and prosperous industry

Our 5+ year strategic plan will build on the strength of existing programs, introduce new initiatives and deliver increasing value for our members.

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<tr>
<th>Strategic Priority</th>
<th>1 - 2 years</th>
<th>3 - 5 years</th>
<th>5+ years</th>
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<tbody>
<tr>
<td>Industry Leadership</td>
<td>Establish consistent membership standards</td>
<td>Membership CPD accreditation</td>
<td>Insights centre</td>
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<td></td>
<td>Enhance advice (in-house legal and employment)</td>
<td>Further evolve advice (further develop eg agency management, financial)</td>
<td>Cross industry association</td>
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<td></td>
<td>Invest in Communications Council and IPA best practice guides</td>
<td>Commission Australian industry reporting eg Bellwether report</td>
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<td></td>
<td>Introduce Communications Council industry studies and publications</td>
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<td></td>
<td>Introduce more financial benchmarking (agency revenue and cost survey)</td>
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<td></td>
<td>Establish leadership forums</td>
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<tr>
<th>Professional Development</th>
<th>Refresh AWARD School</th>
<th>Develop and expand education partnerships</th>
<th>Expand IPA courses &amp; workshops (Phase 3)</th>
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<td></td>
<td>Launch AWARD Craft</td>
<td>Expand AWARD Craft</td>
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<td></td>
<td>Launch streamed graduate programs – Digital &amp; APG</td>
<td>Launch streamed graduate programs – AWARD</td>
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<td></td>
<td>Launch international certified courses &amp; workshops (IPA – Phase 1)</td>
<td>Expand IPA courses &amp; workshops (Phase 2)</td>
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<tr>
<td></td>
<td>Refresh specialist group programs – APG, AMG including online formats</td>
<td>Expand specialist group programs – AWARD incl. online formats</td>
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| Commercial Creativity | Establish D&AD partnership | Explore broader festival/creative partnerships | |
|-----------------------|--------------------------|---------------------------------| |
| | Build state ADC partnerships | | |

New membership benefits

These benefits and services are now included as part of agency membership

• Regulatory/legal/ASB workshops – agree on annual training program to the minimum value of $1,200
• Cost and Income survey, valued at $900
• Specialist group memberships – AMG & APG, valued at $295 p/p

Key best practice industry leadership projects are planned and will require client endorsement and involvement

• Agency pitching and partnering
• Gender diversity
• Industry Value Report

The following are in development for inclusion in agency membership:

• Broader legal and employment advice will be developed in 2014
• Internationally certified professional development courses and workshops with the IPA (including online)

Value for agency members is optimised through ongoing team participation in CPD. These benefits, in addition to our calendar of events and programs, offer your agency the opportunity to be a part of a strong and prosperous industry.

For more information on how to maximise value for an agency of your size, contact The Communications Council to discuss further.