



# 2026 Courses in Advertising



Advertising  
Council  
Australia

AWARD School VIC Judging Night

# Fuel your future. Forge your path.

## TYPES OF TRAINING

**In-person courses:** Our face-to-face courses are run primarily in an agency on consecutive weeks.

**Online:** Online courses are delivered either by a facilitator, or 100% on-demand.

**Workshops:** Similar to our courses in that they are face-to-face but are only for one day or half day.

**Bespoke workshops:** Run in-person or online and tailored to suit individual agency/client (or business) needs. Contact ACA for more information.

**Residential:** Our residential courses are intense learning sessions hosted in a hotel in a major city. Cost includes accommodation and meals.

Advertising Council Australia's professional development program has a reputation for developing the skills and confidence of the industry's best and brightest.

Our courses are expertly crafted and delivered by leaders at the pinnacle of our industry. Content is continually refined to ensure it remains relevant, up-to-date, and highly practical.

Whether you work in an agency, a marketing team, or in-house, we offer tailored advice and bespoke learning solutions to elevate your skills or strengthen your team's capabilities.

## BRANDS



AdSchool delivers trusted, industry-certified education that combines rigour with real-world application, preparing you to thrive in today's dynamic advertising landscape. Join a forward-thinking community of leaders, mentors, and peers who are shaping the future of our industry.



The Australasian Writers and Art Directors (AWARD) is a non-political, non-profit organisation with a single purpose: to raise creative standards in all forms of commercial communication. AWARD training programs help people at all levels of their careers become better creative thinkers and leaders.



IPA's internationally certified courses are recognised as a world leader in developing careers in the marketing communications industry. A dynamic suite of online courses range from fundamentals for new-starters to challenging discipline-specific certificates.



Our highly-acclaimed 3-day ACA Residentials have become the gold standard in our industry for providing invaluable tools for future agency leaders. Courses include 2 nights accommodation and meals.

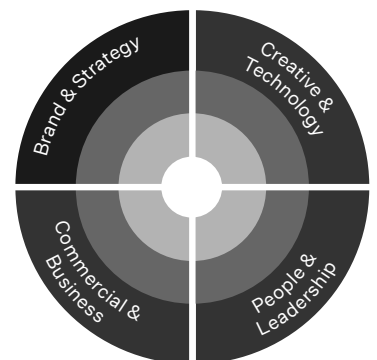
## PROFESSIONAL DEVELOPMENT (PD) FRAMEWORK

Four subject areas cover all levels of experience, building towards our PD framework.

**Entry:** (0-2 yrs)

**Intermediate:** (3-5 yrs)

**Advanced:** (6-8+ yrs)



## CORE COURSES

### Account Leadership

<b>Duration</b>	8 weeks, 6:00pm - 7:30pm
<b>Rate</b>	\$1,900 Member \$2,400 Non-member
<b>Level</b>	Intermediate (3-5 years)

Today's agencies need account managers who nurture creativity, foster trust, and drive results. This course sharpens your expertise in strategy, creative development, pitching, and media while strengthening leadership, relationship building, and personal branding—empowering you to deliver greater impact for your agency and clients.

**“It was incredibly valuable to take a step back from the day-to-day... It was equal parts valuable and inspiring.”**

Josh Staras, Senior Account Manager,  
Bastion Agency (2025 participant)

### ACA Essentials Certificate

<b>Duration</b>	8 modules & exam
<b>Rate</b>	\$100 Members only
<b>Level</b>	Entry (0-2 years)
<b>Next Intake:</b>	September/October 2026

New to advertising? Kickstart your career with the ACA Essentials Certificate. This self-paced course covers eight key disciplines, features expert-led lectures, and ends with a certification exam to help you hit the ground running. Learn at your own pace and gain the confidence to excel.

**“Great selection of talent & their passion for the industry was infectious - a great intro to the industry and why people love being a part of it.”**

2025 participant

### Core Strategic Planning

<b>Duration</b>	8 weeks, 6:00pm - 7:30pm
<b>Rate</b>	\$1,900 Member \$2,400 Non-member
<b>Level</b>	Entry / Intermediate (0-5 years)

Ready to accelerate your career? Build a rock-solid foundation with the tools and principles relied on by Australia's top strategists. Perfect for early-career planners and account managers eager to make their mark—sooner rather than later.

**“The course both refined my practice and stoked my love for this industry. Having a facilitator who was not only highly esteemed but also incredibly responsive to all questions and ideas meant that I got so much more from the course than I anticipated.”**

Payton Ivancic, Strategy Coordinator,  
The Hallway Sydney (2025 participant)

### Advanced Strategic Planning

<b>Duration</b>	8 weeks, 6:00pm - 7:30pm
<b>Rate</b>	\$1,900 Member \$2,400 Non-member
<b>Level</b>	Intermediate / Advanced (4+ years)

Equip yourself with the tools and critical thinking that transform good strategy into exceptional leadership. You'll walk away with practical skills to help make business and brand decisions that get the right results. Covers business strategy, audience segmentation, brand experience, behavioural economics, effectiveness and more.

**“This course made me realise we all have our own inherent strengths as strategists, and they don't all look the same, so stop trying to recreate someone else's soup du jour!”**

Aroha Gell, Senior Strategist, VML  
(2025 participant)

## INTERMEDIATE COURSE

### Manager Fundamentals

<b>Duration</b>	8 weeks
<b>Rate</b>	\$1,900 Member \$2,400 Non-member
<b>Level</b>	Intermediate (2-4 years)

This course is the definitive program for advertising professionals ready to step up as confident, effective managers. You'll gain the skills to guide and motivate teams, delegate and communicate effectively, and set and track goals. Delivered by industry experts, this practical, course will transform your approach to management and set you up to lead with impact in 2026 and beyond.

**“Empowered me to become a better manager... Practical. Applicable. Highly recommend.”**

Chelsea Craddock, Performance Media Manager, Bonfire (2025 participant)

### Evaluating Media Workshop

<b>Duration</b>	1 day
<b>Rate</b>	\$900 Members \$1,170 Non-Members

This workshop is designed for agencies, clients, and anyone involved in media planning - building the confidence to challenge thinking, interrogate media recommendations/plans, and make informed media choices that align with brand and business objectives.

**“I think I got more out of this than any other workshop I have ever been to in my career. Thank you so much for sharing your industry knowledge and for making it so easy to understand.”**

Nawal Curson, Marketing Manager, MercyCare

## BESPOKE COURSES

### Art of Presenting

<b>Duration</b>	1 day workshop (10 people)
<b>Rate</b>	\$8,000 Members \$10,000 Non-members
<b>Level</b>	Any audience - junior to mid-weight account, creative and strategic individuals.

In the fast-paced world of advertising and marketing, the ability to present and sell strategy and big, bold ideas to clients, colleagues, or larger groups has become one of the most critical skills for industry professionals. In this full-day session, you'll learn how to craft and deliver compelling presentations that captivate and persuade your audience.

### Art of Persuasion

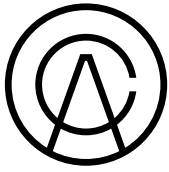
<b>Duration</b>	1 day workshop (10 people)
<b>Rate</b>	\$8,000 Members \$10,000 Non-member
<b>Level</b>	Any audience - mid-weight to senior account, creative and strategic individuals.

Crafting brilliant work is only half the battle. To make an impact, you need to convince, influence, and persuade with precision and confidence. In this full-day workshop, you'll explore the psychology of influence and sharpen your ability to communicate with authority. Whether you're inspiring clients or collaborating with your team, you'll gain the tools to lead with conviction and achieve greater impact in any professional setting.

**“We covered off a lot and it was more than just how to present, it was also a bit of life coaching / about believing in your abilities.”**

2025 participant

Bespoke courses available on application.



## RESIDENTIAL COURSES

Our renowned 3-day residential courses set the benchmark for developing future agency leaders, offering invaluable tools and insights. Designed to immerse, they provide a break from your usual routine—whether you're local or from out of town—while fostering learning through expert speakers, chairs, and peers. Included are two nights' accommodation and all meals.

### ACA Residential Business & Agency Leadership

<b>Duration</b>	3 day residential
<b>Date</b>	Sydney, October 18-20, 2026
<b>Rate</b>	\$5,000 Members \$6,500 Non-members
<b>Level</b>	Advanced (6-8+ years)

Today's agency leaders must be more than experts in leadership. They need to master the intersection of people, process, culture, and business in an era of digital disruption, shifting client expectations, and heightened accountability. As an aspiring leader, you'll need actionable insight and practical tools to guide your team through these complex challenges. This course delivers that—and more.

**“Connecting with experts, leaders, and peers across the industry was incredibly valuable. I especially appreciated the in-depth exploration of building confidence in every sense of the word, and how it connects to effective leadership. The many real-world examples shared throughout the sessions helped bring the concepts to life and showed how they can be applied in practice.”**

2025 delegate

**“It was rewarding to re-align on the kind of leader I want to be and the importance of the environments we create.”**

2025 delegate

## ONLINE COURSES

**IPA's internationally recognised courses are world leading in career development within marketing communications. The dynamic suite of online programs span core principles to specialised certifications. Access is exclusive to ACA members, providing a unique opportunity to advance within the industry.**

### Foundation Certificate

<b>Duration</b>	30 hours online learning & 2hr exam
<b>Rate</b>	\$1,200 Members only
<b>Level</b>	Entry (0-2 years)
<b>Exams</b>	30 Jun, 29 Sep, 24 Nov

This training provides junior industry people, regardless of discipline, with the knowledge to perform their roles with confidence and expertise.

### Digital Performance Essentials Certificate

<b>Duration</b>	10 hours online learning & 70min exam
<b>Rate</b>	\$1200 Members only
<b>Level</b>	Entry (0-2 years)
<b>Exams</b>	4 Mar, 1 Jul, 30 Sep, 2 Dec

Become better at briefing, planning and executing digital marketing campaigns. This course is ideal for juniors and more experienced individuals keen to expand their skills.

### Effectiveness Essentials Certificate

<b>Duration</b>	10 hours online learning & 30min exam
<b>Rate</b>	\$550 Members only
<b>Level</b>	Entry / Intermediate (0-5 years)
<b>Completion</b>	31 Jul, 27 Nov

Understand the principles of effectiveness, why it matters and how you can make the case for commercial creativity.

### Media Research Essentials Certificate

<b>Duration</b>	20 hours online learning & exam
<b>Rate</b>	\$1,100 Members only
<b>Completion</b>	31 Jul, 27 Nov

Learn how to navigate and analyse media and survey data, and get a handle on what good data is and how robust media research and planning can help clients.

### Diversity & Inclusion Essentials Certificate

<b>Duration</b>	10 hours online learning & exams
<b>Rate</b>	\$260 Members only
<b>Completion</b>	31 Jul, 27 Nov

Each of the nine modules takes an in-depth look at a workplace diversity and inclusion metric. Actionable tips will help you affect positive change in your workplace.

### Commercial Essentials Certificate

<b>Duration</b>	10 hours online learning & 30min exam
<b>Rate</b>	\$550 Members only
<b>Level</b>	Entry / Intermediate (0-5 years)
<b>Completion</b>	31 Jul, 27 Nov

This qualification will help raise commercial nous and provide you with a better understanding of the commercial factors influencing agencies and clients.

### Advanced Certificate in Effectiveness

<b>Duration</b>	35 hours online learning & 2hr exam
<b>Rate</b>	\$2,000 Members only
<b>Level</b>	Intermediate / Advanced (4-8 years)
<b>Exams</b>	30 Apr, 30 Jul, 29 Oct

Learn about objective setting, discover how to design a multi-platform campaign measurement program, gain knowledge of theories of advertising effectiveness and earn the confidence to write an effectiveness paper to showcase your success.

### Advanced Certificate of Communications Planning

<b>Duration</b>	45 hours online learning & exams
<b>Rate</b>	\$4,440 Members only
<b>Level</b>	Intermediate (3-5 years)

The Advanced Certificate in Communications Planning gives you an in-depth, high-level and end-to-end understanding of communications strategy planning. Booking deadline: 17 April 2026.



## ENTRY LEVEL

### AWARD School

<b>Duration</b>	12 weeks
<b>Date</b>	March - July
<b>Rate</b>	\$2,200
<b>Level</b>	Entry (0-2 years)

**Applications open 5 February until 19 February 2026.**

AWARD School is an internationally recognised program for anyone with a passion for creativity and ideas. Over 12 exhilarating weeks, you'll tackle a series of challenges that will help you think differently and communicate powerfully, aided by some of the most talented creatives from around the globe. Supercharge your career and open doors to a world of opportunity.

No qualifications or experience are needed, just raw ideas and determination.

**"I've started loving the creative ad world more than ever, and it's because my tutors and mentors introduced me to the amazing techniques of idea generation and pushing it further."**

Navisha Wadhwa (2025 Sydney student)

**"AWARD School pushed me out of my comfort zone, helped me overcome creative doubt, and gave me the tools to think more sharply and bravely."**

James Willis (2025 Online student)



## MID LEVEL

### AWARD Crash

AWARD presents a new way to level up. Course scheduled for 2027.



## SENIOR CREATIVE

### AWARD Creative Leadership

<b>Duration</b>	3 days, 2 nights
<b>Date</b>	2027 dates to be confirmed
<b>Level</b>	Advanced (6+ years)

This course has been curated and previously chaired by industry trailblazer and BMF creative founder, Warren Brown and Scott Nowell, Co-Founder, The Monkeys. Previous co-chairs have included Damon Stapleton, Droga5 ANZ, Tara McKenty, AKQA AU/NZ and Emma Robbins, M+C Saatchi AUNZ.

Three intensive days on site feature a series of modules spearheaded by leading ECDs, Agency CEOs and CFOs. Sessions are highly interactive, combining workshops, panels, role plays and Q&As with inspirational speakers. To ensure a high level of mentoring, practical experience and value, the group is capped at twenty.

**"The main benefits of the course were the instantly actionable insights and information that I could begin applying to myself, passed on to me by people I respect and admire. I feel like I'm functioning at a different level now and keep referring back to the things I learned in every situation I find myself in."**

2025 delegate

**"The practical component (Creative Department Simulation) was the highlight of the course. Watching experienced leaders tackle these problems moved beyond the theoretical and into actual real world examples that I can apply to my career."**

2025 delegate

# 2026 National Planning Calendar

Courses		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>PROFESSIONAL DEVELOPMENT</b>													
<b>AdSchool</b>													
ACA Essentials Certificate	10 hrs									Available anytime			
Jumpstart WA	10 wks								Per				
Account Leadership	8 wks						Syd, Mel, Online			Syd, Online			
Core Strategic Planning	8 wks						Syd, Mel, Per, Online				Syd, Mel, Online		
Advanced Strategic Planning	8 wks							Online		Syd, Mel, Per, Online			
Manager Fundamentals	8 wks							Online		Online			
Copywriting	8 wks										Online & Per		
Evaluating Media Workshop	1 day							Per, Adl			Syd		
Art of Presenting & Persuasion Workshop	1 day	Available anytime											
<b>ACA Residential</b>													
Business & Agency Leadership	3 days										Sydney		
<b>IPA Online</b>													
Foundation Certificate	30 hrs						Exam			Exam		Exam	
Digital Performance Essentials Certificate	10 hrs			Exam				Exam		Exam			Exam
Commercial Essentials Certificate	8 hrs							Exam				Exam	
Diversity & Inclusion Essentials Certificate	10 hrs							Exam				Exam	
Effectiveness Essentials Certificate	10 hrs							Exam				Exam	
Media Research Essentials Certificate	20 hrs							Exam				Exam	
Advanced Certificate in Effectiveness	35 hrs				Exam			Exam			Exam		
Advanced Certificate in Comms Planning	45 hrs								Bookings open in July for January 2027 intake				
<b>AWARD</b>													
AWARD School	12 wks				Syd, Mel, Bris, Per, Adl & Online								
<b>AWARDS &amp; EVENTS</b>													
AWARD Awards									Syd				
AWARD Jury President Lunch									Syd				
Effie Awards											Syd		
Effies Work Behind the Work												Syd, Mel	
Inside Effectiveness			Mel										
Cannes Young Lions Competition			National										

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

Courses and timings may vary by state. For more information on schedules and to book visit [advertisingcouncil.org.au](http://advertisingcouncil.org.au).

**National**  
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[simone@adcouncil.org.au](mailto:simone@adcouncil.org.au)

**VIC**  
 Sarah Naumoski  
 0403 792 571  
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**WA**  
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[melissa@adcouncil.org.au](mailto:melissa@adcouncil.org.au)