

2026 Application Pack

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Application Brief

QUESTION 1

Why do you want to do the course?

If your answer is in writing, please keep it to less than 50 words.

Try to avoid using the words 'passion' or 'dream'.

QUESTION 2

Using a black pen and paper only - no computer layouts - create a print ad for the following brief:

Product: CeraVe Advanced Repair Balm

Goal: Get people with very dry, cracked or compromised skin to choose CeraVe as their go-to intensive moisturiser.

Proposition: The most hydrating moisturiser.

QUESTION 3

Using a black pen and paper only - no computer layouts - create a print ad for the following brief:

Product: Scotch PVC Duct Tape

Goal: Reinforce Scotch PVC Duct Tape as the strongest, most reliable heavy duty tape.

Proposition: The strongest way to connect A to B.

Submit your application

HOW TO APPLY

Applications for AWARD School must be submitted via the following online portal:

<https://awardschool.awardsplatform.com/>

The deadline for applications is 5pm, Thursday 19 February 2026 in your state. **NO EXTENSIONS!**

The Online Program closes at 5pm AEDT.

Applicants can only apply in one state/program.

APPLICATION INSTRUCTIONS

Step 1

Images must be black and white hand-drawn or traced – we will not accept computer-generated images (type text laid over a scanned drawing is acceptable).

Step 2

Files must be saved as a JPG (maximum 5MB/JPG).

Step 3

Save your files as QuestionOne.jpg, QuestionTwo.jpg, etc. Do not include your name (for blind judging purposes).

Step 4

Applications will only be accepted via the online portal, <https://awardschool.awardsplatform.com/>

Handy hints

1. Be original.

Your application portfolio gives us an insight into your personality and the way you think. Don't give us the answers you think we want. Be unique and be original. The only way to achieve that is to be yourself.

2. Don't stop at your first thought.

Your first few ideas might not all be bangers, but that's okay. Get them out of your system so you can dig deeper. The gold is almost always underneath.

3. Get a second opinion.

Try and show a few trusted people your work before you submit it. They'll provide you with a fresh perspective, and it might help improve what you've done. You must be open to criticism, and you must not fall in love with your work.

4. Keep it simple.

Don't go over the top and do a TV storyboard for a print brief. Remember that the judges will be reviewing hundreds of submissions. So keep your entry simple and easy to read. Don't add any unnecessary material or detail. For example, if you need to explain your idea, it's too complicated.

5. Raw is good.

There's no need to do polished and finished layouts for your concepts. You will be assessed on your ideas - not your layout skills. Neatly hand-drawn ads will suffice. If you'd like to include an image that you can't draw, then simply trace it. All artwork must be saved as a JPG and be in black and white pen/sharpie.

6. Start with Truth.

Great ideas don't come from the product. They come from the truth behind it. Start with an insight. Something human, relatable, and most importantly, TRUE. Then build from there.

7. Get inspiration.

Before you start your thinking, it's worth looking at various advertising resources with award-winning creative work. They'll give you heaps of advertising examples of lateral thinking. Resources to look out for are AWARD Awards, Cannes Lions, D&AD, ONE SHOW and Clios annuals, etc., refer here:

www.awardonline.com/awards/award-annuals

<https://lovetheworkmore.com/>

www.dandad.org

www.oneclub.org/awards/theoneshow/

www.clios.com/awards/winners

www.deckofbrilliance.com

8. Keep it local.

You can only apply for one state/program, so we strongly recommend that you apply for the state that you live in.

9. Ideas love fun.

Most importantly, try not to let the stress get in the way. Take a deep breath, and remember the best creative work often comes when you're having fun with it.

Terms and conditions

Eligibility

AWARD School is the ultimate creative hothouse - an internationally recognised program for anyone with a passion for creativity and ideas. No formal qualifications or experience are needed. Whether you're an aspiring creative, marketer, designer, strategist, copywriter, art director keen to level up, or just someone passionate about ideas and problem-solving, AWARD School is your launchpad to creative excellence.

Importantly, everyone has an equal shot at winning. Plus, every student is eligible for a coveted spot on the legendary Wall.

All applicants must apply via the AWARD School online portal. All students will be blind judged and awarded acceptance or non-acceptance solely on merit.

There are no age restrictions or particular tertiary requirements to be eligible for AWARD School. AWARD School will not accept applicants on student visas. Refer to full T&C's [here](#).

Indigenous Scholarship

Applicants for the scholarship must identify as Aboriginal and/or Torres Strait Islander descent on the application form. For more info on the scholarship program please visit <https://www.awardschool.com.au/scholarships>

Online Program

The AWARD School Online Program is available for residents in Australia, New Zealand and South East Asia (please note, applicants can only apply for one AWARD School - a metro in-person school or the online program). For more info about the Online Program, visit <https://www.awardschool.com.au/about>

What's next?

All applicants will be notified by 3 March 2026, 5pm (at the latest) via email regarding application results. Please do not contact AWARD to check your result before this date.

Cost

The course fees for 2026 are listed on the website, visit <https://www.awardschool.com.au/about>.

The course fee will be payable on acceptance of your place in early March 2026.

AWARD School is powered by Advertising Council Australia which works to create inclusive training programs that provide equal opportunities to all persons regardless of their age, cultural background, sexual orientation, gender identity and expression, disability, or veteran status. If you have any questions or concerns, please contact simone@adcouncil.org.au

FAQ

Check out the frequently asked questions: <https://www.awardschool.com.au/about>

Contact

Still have a question, after reading the FAQs?

Sydney-NSW / Brisbane-QLD / Adelaide-SA / Online Program - simone@adcouncil.org.au

Melbourne-VIC - sarah@adcouncil.org.au

Perth-WA - melissa@adcouncil.org.au