

PRESS RELEASE

The Marketing Academy launches in Australia

After five successful years in the United Kingdom, not-for-profit organisation, The Marketing Academy launches today. We identify and develop exceptional talent in the field of marketing, media and advertising by providing a forum for marketing experts, business leaders and coaches to inspire, develop and mentor an entire generation of future leaders. Damian Eales, Group Director, Marketing, News Corp Australia said “The Marketing Academy has had enormous success in the UK developing great marketers. The Alumni is outstanding and a credit to them.”

Why launch in Australia?

Australia has one of the world’s best marketing communities, full of the brightest minds. However business leaders in Australia have often expressed concerns about the skill gap between our experienced leaders and the upcoming generation of emerging talent. Whilst there is much time and money invested in developing capability in-house, some leaders are asking questions such as; how can our emerging leaders gain knowledge from the current leaders in the boardroom? How can we ensure our marketing talent gains insight and knowledge from other industry sectors? How can our talented people learn best practice from around the world? And that’s where we come in.

With the support of the industry we’ll help 30 rising stars make it to the top

Between February and October 2015 our first Australia Leaders Programme will give 30 rising stars with more than eight years experience the unique opportunity to access the industry’s greatest minds and develop their leadership skills to help them make it to the top of their field. Delegates will take part in one-on-one mentoring, lectures with leading experts, leadership development, residential ‘Boot Camps’ and executive coaching.

A team of inspirational speakers and industry experts, 30 professional coaches and 45 mentors; CEOs, CMOs and agency leaders will deliver 15 days of learning to the delegates of The Australia Leaders Program.

A stellar line-up of mentors from Australia’s business community

Handpicked from the Australian business community, here are just some of the mentors contributing to the programme:

Megan Brownlow, Executive Director PWC Andy Pontin, CEO, Clemenger

Philip Earl, EVP Activision
Matthew Melhuish, CEO of Eneo Group
Tony Phillips, CMO Woolworths
Matthew Tapper, National Marketing
Director, LionCo
David Scribner, Head of Virgin Mobile

Vittoria Shortt, CMO, Commonwealth Bank
Ed Smith, CMO, Foxtel
John Steedman, Chariman, GroupM
Inese Kingsmill, Director of Corporate
Marketing, Telstra

Nominations open until 14 December 2014

We ask current marketing, media and advertising leaders to nominate a rising star today via themarketingacademy.org.au

Our program supporters

Our Australia Leaders Programme is sponsored by Commonwealth Bank, Google, News Corp, Foxtel and is supported by the AANA, Media Federation of Australia, The Communication Council and ADMA.

“At News we believe in playing our role in also developing great marketers and are delighted to be partnering with the Marketing Academy to do exactly that” said Damian Eales, Group Director, Marketing, News Corp Australia

"This is a very exciting & challenging time to be a marketer. It's great news that the Marketing Academy is coming down under and I can't wait to be involved." Maile Carnegie - Managing Director, Google Australia & New Zealand

“The AANA is delighted to be a strategic partner in support of The Marketing Academy in Australia, because investing in a more commercially astute marketing profession, sits at the heart of the AANA’s purpose” said Sunita Gloster, CEO of the AANA.

Background - The Marketing Academy (UK)

Sherilyn Shackell founded The Marketing Academy in the United Kingdom in 2010 in the middle of the worst recession to hit in 100 years. There had been a growing sense within the UK’s marketing industry that there was an opportunity to collaborate to grow the leadership skills of the marketing community.

After five years, The Marketing Academy in the UK has seen 369 people and around 30 companies contributing knowledge, experience, time and resources to develop the next generation of industry leaders. Since graduating from their respective programs we’ve seen every single alumni be promoted, 63 more than twice, watched 16 become Marketing or Board Directors and nine are CEO’s. Crucially, 100% of the Scholarship Alumni believe that as a direct result of attending the program they are better leaders, their employers and teams have benefitted, their performance has improved and that they are capable of achieving anything they set out to do. They are all talented high flyers, nurtured by the entire industry, equipped to take our future in their hands.

Visit themarketingacademy.org.au

Here are some links to our UK Programmes;

The Scholarship - Now in its fifth year

The Fellowship - Developed in partnership with McKinsey & Company

The Apprentice Program - A 12 month fully paid marketing apprenticeship scheme developed in partnership with The Princes Trust is for 18 - 24 year olds.

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The Marketing Academy is sponsored by:

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