



FIVE DECADES OF ADVERTISING GRADUATES

This year marks 50 years of Advertising Education in Australia. QUT offered the first university program in 1974, followed by UTS 16 years later and a further seven universities in the following decade.

"For half a century, the Australian advertising industry has been influenced by the ingenuity and creativity of its graduates. It's high time we honor and highlight the significant impact these advertising pioneers have had on our industry," said Leigh Terry, project co-leader and CEO of IPG Mediabrands APAC.

Five Decades of Advertising Graduates is a competition that seeks to identify an outstanding advertising graduate from each of the five decades. This award allows comparison of the changes and challenges of studying and working in advertising across the five decades. It helps us understand how advertising education has changed and the important things that have stayed the same. Additionally, it provides insight into where that education has led advertising graduates in terms of their career and life choices and how they have made a degree of difference.

Entries open now. To be eligible to enter, applicants must have studied an advertising major (not a minor) at an Australian university. Plus they must have worked in the advertising industry for at least 5 years.

The application requires applicants to list three career highlights and sum up (in no more than 100 words) how they have used their university degree to make a difference in the advertising industry and in society.

Applicants must choose which of the five decades they graduated in: 1974-83; 1984-93; 1994-03; 2004-13; 2014-23.

Applications can be submitted using the following link:

https://qsurvey.qut.edu.au/jfe/form/SV_6W0parQyM1X5oY6

Entries close on April 29. Five entries from each decade will be shortlisted and the final winner from each decade will be decided mid-year by a judging panel of industry leaders and advertising academics. The five winners will each receive an award recognizing their achievement. And winners will also be asked to share their stories, presenting a history of advertising education and transformation into the industry across five decades.

Professor Gayle Kerr from QUT said, "We are proud of the achievements of our advertising graduates and celebrate the degree of difference they have made to the advertising industry and to the wider community. Here's to the next 50 years!"

Any questions or for more information, please contact Professor Gayle Kerr on gf.kerr@qut.edu.au