

champions
of  **CHANGE**
By AdNews

Entries close
4pm Friday 11 April 2025

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Champions of Change

Are you a champion of change? Now, more than ever, it's time to recognise the trailblazers driving positive change in media, marketing and advertising.

Champions of Change is a program that recognises and celebrates outstanding Diversity, Equity, and Inclusion (DE&I) achievements within the Australian media, marketing and advertising industry. It honors the people, programs and policies creating significant inroads towards a more equitable and inclusive adland.

With almost one in 5 people likely to leave the industry due to a lack of inclusion or discrimination, Champions of Change aims to inspire progress through recognising the pioneers in DE&I excellence. The program is open to all media, marketing and advertising organisations.

The awards will be presented at an evening cocktail party in Sydney.

Categories

- **Workforce Diversity**
- **DE&I Initiative of the Year**
- **Social Impact**
- **Creative Catalyst**
- **The Power List**
- **The Golden Hammer**

to enter

Visit: adnewschampionsofchange.com.au

Entries close: 4pm, Friday 11 April 2025

Event: Thursday 19 June 2025, The Eveleigh, Sydney

Entry fees: \$90 +GST

Eligibility period is 2024 calendar year unless otherwise stated.

Workforce Diversity

This award recognises organisations that have demonstrated exceptional commitment to fostering DE&I within the workforce. Eligible organisations must showcase holistic, measurable and sustained policies around recruitment, training, retention and promotion of under-represented groups. Entries should demonstrate how these efforts have resulted in tangible outcomes, such as increased diversity in leadership, improved employee engagement, or stronger retention rates among underrepresented groups, illustrating a clear impact on the organisation's culture and long-term DE&I goals.

Criteria and weighting:

DE&I Strategy and Policies 40%

Demonstrate a company-wide commitment to diversity, equity and inclusion in the workforce, including policies and programs across areas such as recruitment, training, retention and promotion.

Impact and Measurable Results 40%

Demonstrate tangible outcomes such as an increase in diverse leadership, improved employee retention and engagement among underrepresented groups. Results should be quantifiable and reflective of sustained efforts.

Sustainability and Long-Term Impact 20%

Outline strategies or plans that ensure DE&I continues to be part of the organisation's culture and operations.

DE&I Initiative of the Year

This award recognises an internal DE&I initiative that has created meaningful change for an under-represented group, fostering inclusion, opportunity and equity within the organisation. The initiative must address the specific challenges faced by the group and how the initiative has actively worked to overcome these barriers, driving measurable improvements in representation, access and support within the organisation. The group could include a racial or ethnic minority, women, LGBTQ+ individuals, people with disabilities, neurodiverse individuals, or another group that has historically faced systemic barriers.

Criteria and weighting:

Strategy and Development 40%

Demonstrate why and how the company initiative was developed to directly address the unique challenges faced by an underrepresented group (e.g., racial minorities, women, LGBTQ+ individuals, people with disabilities) and provide the solution that created meaningful access and opportunity.

Impact and Measurable Results 40%

Demonstrate the initiative's success through measurable outcomes—such as increased representation, improved retention, or enhanced employee support—showing real, tangible progress in addressing the identified barriers.

Sustainability and Long-Term Impact 20%

Demonstrate how the initiative has potential for growth, expansion or application to other areas within the organisation, ensuring long-term benefits for the company and its people.

Social Impact

This award recognises a program or initiative that has made significant contributions to supporting and uplifting diverse communities outside the nominees' organisation. Eligible entries should demonstrate how the initiative has created meaningful opportunities for underrepresented groups, showcasing DE&I that has a measurable impact on society. Successful programs will show tangible outcomes and results, such as increased access to opportunities or resources, improved community engagement, or measurable social change, reflecting the organisation's commitment to creating a positive impact beyond its walls.

Criteria and weighting:

Strategy and Development 40%

Demonstrate why and how the initiative or program was developed to directly address the unique challenges faced by an underrepresented group outside the organisation (e.g., racial minorities, women, LGBTQ+ individuals, people with disabilities) and provide the solution that created meaningful access and opportunity.

Impact and Measurable Results 40%

Demonstrate how the initiative led to a clear and measurable impact, whether through improved access to opportunities, resources or a tangible positive shift to an underrepresented group outside the business.

Sustainability and Long-Term Impact 20%

Demonstrate the lasting impact of the initiative to the underrepresented group and future potential.

Creative Catalyst

This award recognises an advertising campaign from the last 12 months that demonstrates the power of creativity in promoting diversity, equity and inclusion. The campaign should authentically represent an underrepresented group, highlighting diverse perspectives and fostering inclusion through powerful messaging. The entry must showcase how the campaign was informed by research, the brief that inspired it, the targeted audience and its impact. This award celebrates work that challenges stereotypes, pushes creative boundaries, and contributes to greater representation in advertising.

Criteria and weighting:

Strategy and Brief 30%

Demonstrate the development of the campaign, outlining the key research and objectives, the specific challenges it addresses and how it represents minority groups (e.g., racial minorities, women, LGBTQ+ individuals, people with disabilities).

Campaign Execution 30%

Demonstrate the originality and innovation in the creative execution, highlighting how the campaign effectively brings DE&I themes to life and engages the target audience.

Proven Results 40%

Demonstrate measurable impact and effectiveness, showcasing how the campaign successfully raised awareness, shifted perceptions and/or drove positive change for underrepresented groups.

The Power List

These are the champions. The pioneers. The trailblazers driving DE&I excellence in adland. This award recognises 15 individuals who have demonstrated exceptional leadership in advancing diversity, equity and inclusion within the media, marketing and advertising industry. Entries should highlight how the nominee has taken action to champion under-represented groups in their organisation, industry or broader community through measurable policies, initiatives or programs. The award is open to all industry professionals and can be self-nominated or nominated by an organisation.

Criteria and weighting:

DE&I Achievement and Impact 50%

Demonstrate how the nominee has championed diversity, equity and inclusion within their organisation or across the broader industry. This could be policies, programs and initiatives advancing DE&I within the workplace and community or a ground-breaking solution/idea that led to significant, measurable change. The submission should detail how these initiative/s produced measurable outcomes.

Leadership in Action 30%

Provide a detailed case study demonstrating the nominee's leadership in DE&I. This should highlight a specific challenge they faced or a key strategy they led, showing how they successfully navigated obstacles, implemented effective solutions and drove measurable change. The case study should reflect their ability to lead with impact and inspire others to follow suit.

Future Vision 20%

Demonstrate the nominee's forward-thinking approach to DE&I, showing how they have laid the foundation for continued progress and long-term change. This could include their strategic plans for the future, ongoing initiatives or their ability to anticipate and address evolving DE&I challenges. The submission should highlight their commitment to sustaining momentum and creating lasting impact over time.

Within your award submission, include a testimonial from a peer, senior member of staff or client (not included in overall word count, but must be no more than 250 words).

The Golden Hammer

According to the Cannes Lions Global Creativity Report, just 11% of creative directors globally are women. With the lack of gender parity reflected on Australian soil, The Golden Hammer Award will be presented to an individual or agency smashing the glass ceiling for DE&I in the creative industries. The award will be decided by a pioneer in the gender equity space, ensuring the roadmap to a more equitable industry remains front of the agenda.

Supporting Materials

- Three images for agency submission and one to three images for individual submissions is required for each entry.
- A maximum of 1,000 words per submission.
- Images should be 300dpi JPG, PNG or TIFF files.
- These images may be used in the awards presentation and online at AdNews.com.au

T&Cs

The Awards are open to entries from Australian-based companies only. All entries must be submitted via the online entry portal. An entry fee of \$90 plus GST is required for each entry. Entry fees are non-refundable and must be paid at the time of entering. Entries will not be considered for judging if payment is not received at the time of entry. Entry fees will not be returned. Note the entry deadline - 4pm, Friday 11 April 2025. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 January 2024 - 31 December 2024 unless otherwise stated.

You can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. Entries can not be edited after submitting, if you notice an error in your entry please contact events@twodeforce.com.au. Please note: no changes will be permitted after the entry deadline. Please make sure all entry details are entered accurately, including grammar. Details collected through the online entry portal will be used in the Awards presentation and in print if selected as a finalist.

The decision of the judges will be final and no correspondence will be entered into. All entries are treated as confidential. Judges reserve the right to move an entry to another category if deemed more suitable. Judges reserve the right to disqualify entries that do not follow the entry requirements. The entrant grants AdNews permission to show the entries at the Champions of Change Presentation and in the magazine in print and online at such times as deemed appropriate.

If there is specific information in your entry that is commercially sensitive and should not be published please make this clear at the time you submit your entry. Any attachments containing sensitive information should include 'JUDGESEYESONLY' in their title. The entrant agrees that AdNews and Two de Force will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances. The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual, will collect the award.