

# A emerging leaders. 2025

celebrating champions across the  
advertising, media and marketing industry

## call for entries.

entries close 12pm, Friday 30 May 2025

[adnewsemergingleaders.com.au](https://adnewsemergingleaders.com.au)

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# about the awards.

The AdNews Emerging Leaders program recognises outstanding talent on the rise to the C-Suite. The awards are open to all ages and professionals working in the advertising, media and marketing industry. Submissions can be self-nominated or entered by a third party. Each nominee must have a minimum of five years in the sector, not currently be working in a C-Suite, managing director or general manager role.

The event will announce 20 Emerging Leaders from a shortlist of finalists, with a Grand Prix handed to one professional for their outstanding industry achievement.

## to enter

Visit [adnewsemergingleaders.com.au](http://adnewsemergingleaders.com.au)

**Entries close:** 5pm, Friday 30 May 2025.

## entry fees

Entry fee is \$105 +GST.

A photograph of a group of people at a social event, likely the awards ceremony. They are seated and talking in a dimly lit room with large, arched stained-glass windows in the background. The lighting is warm and focused on the attendees.

**save  
the date.**

**Cocktail Presentation**

6:30pm – 9:30pm

Wednesday,  
27 August 2025

The Terrace, Melbourne

# entry questions.

There are four sections each candidate must answer for a total score out of 100 including achievements, performance, personal and professional contribution and leadership.

## **achievements** (marked out of 20)

Outline the nominee's key career achievements to date, including major roles and the impact these delivered to the business.

## **performance** (marked out of 30)

Outline how the nominee has demonstrated an outstanding level of performance in their role over the past 12 months in a manner that sets them apart from other professionals of similar experience.

## **personal and professional contribution** (marked out of 20)

Outline how the nominee has contributed to the business and/or broader industry beyond their daily role and responsibilities.

## **leadership** (marked out of 30)

What three skills demonstrate the nominee's abilities as a leader? In your response, provide an example of these leadership skills in action whether it's overcoming a challenge, driving a key strategy or developing a business solution.

**Submit copy no more than 1000 words covering all items listed under the judging criteria above.**







# how to enter.

There are three simple steps to enter the awards including meeting eligibility, providing supporting materials and submitting the entry online.

## 1 determine eligibility

The awards are open to all ages and professionals working in the advertising, media and marketing industry. Submissions can be self-nominated or entered by a third party. Each nominee must have a minimum of five years in the sector, not currently be working in a C-Suite, managing director or general manager role.

## 2 prepare the relevant supporting materials

Entrants are encouraged to provide relevant supporting material if it helps to explain the individual's achievements.

Please limit supporting materials to three examples. These can include a CV/resume, reference letters or case studies. The supporting materials may be used should the individual be selected as a finalist. Please ensure you have gained the relevant approvals before submitting any materials. A high resolution head-shot photo of the individual being nominated is required for all entries (minimum 300 DPI).

## 3 submit your entry online

Complete the entry process online, uploading your supporting material and headshot photo. All entries must be submitted by 5pm Friday 30 May 2025.

# contact.

For sponsorship enquiries contact:

**Amanda Wilson,**  
**Sponsorship Manager**  
**0416 772 674**  
**[amandawilson@yaffa.com.au](mailto:amandawilson@yaffa.com.au)**

For any queries regarding entries, judging or the event itself, contact our Awards Managers at Two de Force.

**[events@Twodeforce.com.au](mailto:events@Twodeforce.com.au)**

Yaffa Media, ABN 54 002 699 354.  
17-21 Bellevue Street, Surry Hills NSW 2010.

ENTRY TERMS AND CONDITIONS: By entering AdNews Emerging Leaders Awards submitting entrants agree to the following rules and conditions of entry. The Awards are open to entries from Australian-based individuals only. All entries must be submitted via the online entry portal. An entry fee of \$105 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. Please make sure all entry details are entered accurately, including grammar. Details collected through the entry phase will be used in the Awards presentation and in print if selected as a finalist. Entries must not exceed the word count per question. Entries that exceed the word count will not be accepted. Entries received after 5pm Friday 30 May 2025 will not be accepted. All entries are treated as confidential. The decision of the judges will be final and no correspondence will be entered into. Scores and comments will not be disclosed. The entrant grants AdNews permission to show the entries at the Awards Presentation and in the magazine in print and online at such times as deemed appropriate. Finalists and winners will be covered in the AdNews winners supplement online using information from the entry, 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. 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

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