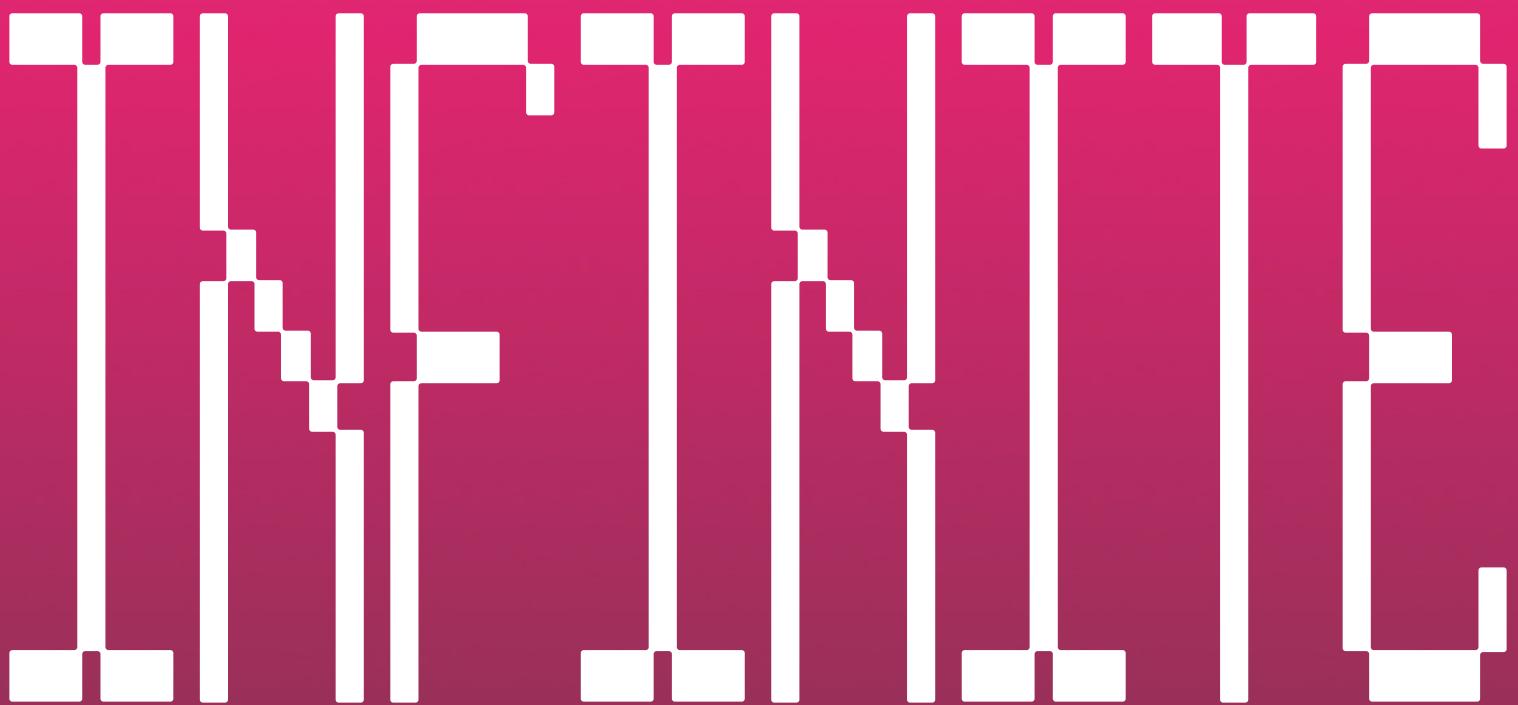


The Forty Seventh Annual AADC Awards

2024



We live in a world with infinite questions and answers. The possibilities are endless, and one size does not fit all.

Creativity is a powerful tool. It influences people, and alters behaviour. Creativity comes from anywhere, and anyone, at any time. Creativity solves the most complex of problems. It transforms and inspires, and is a vehicle for change.

In a world where there are infinite questions, creativity is the answer.

The Forty Seventh Annual AADC Awards.

Infinite.

PRESIDENT'S ADDRESS

Transcript from Paul Kitching's speech on the night:

What an honour to join you in representing all of you here tonight and our wider industry in helping ensure we are on everyone's radar. My aim is to ensure we all "float each others boat" or however that saying goes!

I'm not sure I like the name the AADC... I mean it will do - but ARE we really the advertising and design industry? Is that all we do? Of course it isn't - we are the creative industry.

Yes, we are ad people and designers... but we are also illustrators, game-creators, photographers, make-up artists, ad sales execs, copywriters, animators, podcast creators, film makers, PR professionals, dancers, BD wannabes, travel writers, voice over talent, crisis comms experts, media buyers, on-air talent, producers, key grips, sculptors and so on... plus all the students across this wide realm. That is what the creative industry and the AADC is to me.

As I've said before: this is about community, about the next generation of creatives and how we ensure the Club remains relevant and inclusive for all.

It's why our quarterly Crunch events have been such a mad success. Who here has been to one? You loved it right... Crunch is a chance to meet someone new, maybe find out who got that tender that you didn't, get to say things like "Far out THEY won that job: Wow!" and just generally network with others across our creative industry.

I'm nearly there, but just want to pause and ask all of those who are on the AADC committee here to stand up - not just the Executive but on a Sub-Committee as well. Come on, this will be quick, I'm not going to ask you to sing. And I'm not gonna either. Please thank these people - they all volunteer their time for us for our industry. And we all have fun doing it.

If you want to be a part of the AADC come along to the final Crunch of the year — which will also be our AGM and Xmas Drinks (the Crunchmas) — and you can find out all about committee and how you can get amongst it. You won't regret it!

In closing, what is crucial for the AADC is how we evolve, how we strive for excellence, and how we encourage, acknowledge and congratulate our peers across the wider creative industry.

Like we are tonight. So thank you Nic, thank you Joe and thank all of you for your support. And congrats to all finalists; I can't wait to see who wins what!!

Nic Eldridge, Co-President



Paul Kitching, Co-President



Our goal to inspire, connect and promote the creative industries in Adelaide is so much more achievable with the support of our sponsors. Their ongoing generosity and commitment is truly paramount to our success, and we couldn't do what we do without them.

Thank you.

OUR SPONSORS

Platinum

KOJO
A PMY COMPANY

Gold

Fuller

 **MERLIN**

SHOWUPONY

 **VARDON LEGAL**

Silver

**SEEING
SOUNDS**

 **CREATIVE
JUICE
SA**

Them

 **THE AUDIO EMBASSY
ADELAIDE, AUSTRALIA**
ESTD MMVI

The Third Annual AADC Talks

2024

Written by the 2024 Chair of Talks, Joe Gosell:

On October 23rd, the AADC hosted **The Third Annual AADC Talks**, sponsored by **oOh!media**. It was our biggest Talks event yet, featuring more speakers and attendees than in the previous two years.

Following the same unique format - four thought-provoking locations around Adelaide - we had over **120** people walking and talking together, while **18** professional speakers from across the country shared their knowledge and experience in **15-minute talks**.

We began at the incredible **Mortlock Wing of the State Library**, where we heard from an animated **Josh Gurgiel**, Head of POLY, and internationally experienced **Christian Johansson**, CMO of Beyond Bank, as they explored creativity as a problem solver. **Dena Vassallo**, Founder of Society, then spoke boldly about exporting creativity, followed by **Aaron Dunn**, Founder of Stories We Tell, who shared his fascinating creative career journey.

From there, we meandered down North Terrace to the **Nexus Arts** performance space, where local artist **Vincy Chan** treated us to a wonderful piano performance. Then, **Michael Rossi**, Executive Manager from AEDA, took the stage to outline his vision. **Kirsty Muddle** and **Ben Coulson**, CEO and CCO of Dentsu Creative, challenged our creative thinking, before **Amber Martin**, Co-Founder of Hypnosis, opened up about her journey to agency ownership. **Gavin Sommer**, our resident perfumery expert, took us on a sensory journey, while **Conan Green**, Executive Creative Director, shared insights on maintaining creative spirit—even in the face of rejection.

After a spot of lunch, we were welcomed into **Trinity Church** by the golden voices of the **Sing!Oz** community choir. This was followed by the softly spoken yet incredibly powerful words of **Chiquita King**, Founder and MD of Cocogun. **Justin Astbury**, from Astbury Audio, and his AI twin demonstrated the possibilities of future audio tech, while **James Burnett**, CEO of Castra Brands, and **Amber Bonnie**, Founder of The Edison Agency, delivered two very different perspectives on creativity as a problem solver.

It was time for a beer, so we took over the **West Oak Hotel**, where **Liz Harper**, Director of Agency Partnerships at Springboards.ai, introduced their new creative agency AI platform. **Tim Pearce**, CEO of Frame, shared their incredible journey of exporting creativity to LA, before **Matty Graham**, Co-Founder of Bowlo Beer, entertained us with his eclectic career story. The day wrapped up with the wise words of expert marketer **Phillip Boyle**, Executive GM of Customer, Sales, and Marketing at SeaLink.

A huge thank you to everyone who attended, spoke, supported, and celebrated this fantastic day. This event keeps getting better every year - we can't wait to see you next time!

The Talks wouldn't be possible without the help of our incredible partner, oOh!media. They saw our vision, believed in the cause and have helped to make this happen for the third year running.



THE
AADC
TALKS

ooh!
unmissable®



Max Harkness,
Co-Founder & Creative Director,
Co Partnership



Melissa Radman,
National Design Director,
VML Perth



Michael Gie,
Executive Producer,
Rumble Studios Sydney



Mihir Chanchani,
Executive Creative Director,
Ogilvy (India)



Sean Izzard,
Photographer,
The Pool Collective & Sean
Izzard Photography



Simon Westlake,
Co-Founder / Creative Director,
Biteable



Soomin Jung,
Design Lead,
Nike (USA)



Sophia Yeshi,
Illustrator / Graphic Designer,
Yeshi Designs



Mike Kennedy,
Creative Director,
Eddison Advertising



Mitch Dorf,
Commercial Mixer,
Formosa Group



Nancy Bugeja,
CEO,
HMGroup



Nancy Hartley,
Founder / Creative Partner,
Rumbletown Ventures
/ Rumble Strategic Creative



Soren Luckins,
Creative Director,
Buro North, Melbourne



Teresa Truda,
Digital Director,
Dig Agency



Timothy Hall,
Copywriter,
Freelance



Twisha Patni,
Senior Designer,
Buck



Nubia Navarro aka Nubikini,
Graphic Designer & Lettering
Artist,
Nubikini Studio



P.G. Aditiya,
Founder,
Talented



Paul Garbett,
Creative Director,
Studio Garbett



Peter Whiddon,
Designer,
Red Consultancy



Vikki Ross,
Copywriter



Vishnu Srivatsav,
National Creative Director,
22 Feet Tribal (India)



Yah-Leng Yu,
Creative Director,
Foreign Policy



Ziggy Huang,
Design Director,
Round Studios



Rachel Denti,
Lead Designer,
Nike



Ralphie Barnett,
Founder,
Ralphie Co



Regina Stroombergen,
Lead Creative Tinker,
Thinkerbell



Rosanna Di Risio,
Creative Director,
ERD

Student Jury



Annalise Menzel,
Executive Producer,
Yes Darling



Becq Hinton,
Head of Art,
Super Duper



Cinzia Di Vito,
Creative Director,
The Sideways Theory



Corey Swaffer,
Creative Director,
kwpX

FREE BEER



Damian Hamilton,
Brand Keeper & Designer,
Cornershop Design



Kellie Campbell-Illingworth,
Partner,
Parallax



Matt Minear,
Creative Director,
BAD



Michael Gagliardi,
Creative Director,
Black Sheep Advertising



Nick Brz,
Creative Director,
NATION



Pat Parisi,
Creative Director,
Simple



Rory Kennet-Lister,
Creative Director,
Showpony



Sarah Anesbury,
Creative Director,
The Creative Union



Entries that achieve high enough aggregate scores are elevated from 'Finalist' to 'Award' status. Each entry to reach this level will receive a trophy.



Any entry that has scored a high enough aggregated score will become a 'Finalist' and worthy of recognition within the year's body of work.

All finalists are displayed in the exhibition gallery on the night.

The Gold Chair

Every entry from the category of Advertising that reaches 'Award' level is eligible to win the Gold Chair, for best overall entry.



The Rita Siew Design Chair

Every entry from the category of Design that reaches 'Award' level is eligible to win the Rita Siew Design Chair, for best overall entry.



The Chair for Good

Every entry from the category of For Good that reaches 'Award' level is eligible to win the Chair for Good, for best overall entry.



Student of the Year

Every entry from the category of Student that reaches 'Award' level is eligible to become Student of the Year, for best overall entry.

The silver watering can is awarded by the Co-Presidents each year for outstanding contribution above and beyond the call of duty to the advertising and design industry in South Australia.

After use in the television commercial by Clemenger in 1978, the silver watering can was donated by Adelaide & Wallaroo Fertilizer and has served as the trophy ever since.



Past Recipients

1978	Street Remley	2001	Phyllis Southgate
1979	Barry Tucker & Ian Kidd	2002	Ernie Clark ACS
1980	Don Gill & Andrew Killey	2003	Young & Rubicam Adelaide
1981	Max Pepper	2004	Marty Pepper
1982	Chriss Briscoe	2005	Milton Wordly
1983	Idris Jones	2006	Phillip Lane
1984	Jim Berinson	2007	Angela Heesom
1985	Bernie Van Elsen	2008	John Chataway & Kent Smith
1986	Marsha Dearden	2009	Sputnik
1987	David Minear & Peter Withy	2010	Les Francis
1988	Jim Robinson	2011	Haylie Craig
1989	Brenton Whittle	2012 & 2013	Kim Boehm
1990	Brian Braidwood	2014	Greg Knagge & Geoff Robertson
1991	Warren Wood	2015	James Rickard
1992	Rita Siow	2016	Richard Coburn
1993	Busch	2017	Justin Astbury & Justin Pounsett
1994	Richard Chataway & Michael Cusack	2018	Di Willson
1995	Jack Van Gastel	2019	Mark Evans
1996	Jan Turbill	2020	John McLaren
1997	Elspeth Baird	2021	Angela Heesom
1998	Leanne Vine	2022	Jamie Scott
1999	Chris Charlton	2023	Dale Roberts
2000	Drew Lenmann & Mike Connell		

Transcript from Nic Eldridge's speech on the night:

I've been told that the aim of this part of the evening is to introduce the winner in such a way that it's not clear who they are until the last minute.

I'll give it a good shot but it'll be clear pretty quickly who this person is.

This year's recipient of the President's Award is highly successful in their field and has won numerous awards... but surprisingly, never this one.

The most common terms people raise when talking about them is that they are one of the good guys. Generous and humble but with a steely resolve to be the best they can be in their chosen craft.

Bucking the trend within the industry, authenticity is their super power and wearing their heart on their sleeve is their signature trait. This person cares deeply about those he works with, and the industry at large.

Interestingly, we almost lost them to the industry before they even got started.

If it wasn't for a career advisor commenting that their nerdy streak would be advantageous in other ways, the world of teaching was the most likely option. Their calm demeanour and generous spirit would have made them a fine teacher, but the teaching world's loss is our gain.

Was deemed the coolest Dad at day care, not because he's toured with rock stars, but because he's Chet's dad. The coolest kid in day care.

He studied Jazz Composition at The Conservatory of Music, played Bass with the Men in Black, and toured with the Hilltops Hoods, but his biggest claim to fame, according to those closest to him, was moonlighting in Swine.

He was in the right place at the right time to be mentored by Matt McKenzie Smith and then to begin working with Pete Best to learn the trade. He is now building a formidable reputation with his own business, Seeing Sounds.

This year's winner of the prestigious Watering Can, if you hadn't worked it out yet, is Scott Illingworth.

Scott Illingworth



The Gold Chair is the most coveted of the AADC Awards and only one entry will reach this pinnacle.

The most outstanding complete piece in the annual exhibition, recognised for both originality and excellence, is presented with the Gold Chair.

Past Recipients

1980	McLeay Bros TV Series
1981	The Finger Print Co Packaging
1982	Lloyd's Christmas George Patterson
1983	Myer Trend Shop Radio George Patterson
1984	SGIC, Television & Radio Clemenger Adelaide
1985	Coopers, Grand Prix Radio Clemenger Adelaide
1986	SA Local Government Rubbish Safety Newilms
1987	Mountain Chardonnay & Pinot Noir Barrie Tucker Design
1988	Kesab Multi-Media Campaign Young & Rubicam
1989	Kesab Plastic Surgery Poster Young & Rubicam
1990	Adelaide Zoo Give & Take TV Young & Rubicam
1991	Adelaide Zoo "Zoo Poo Song" Young & Rubicam
1992	Lotteries Commission "Old & Young Couple" Young & Rubicam
1993	Adelaide Zoo Tamarin/Lyrebird/Oryx Press Campaign Young & Rubicam
1994	Clemenger 'Bomb/Menu/Folders' Newspaper Campaign Clemenger Adelaide
1995	Bank SA 'Ballam/Rainy Day/MeLeg Break' TV Campaign Clemenger Adelaide
1996	Cellarmaster 'Black & White' Packaging & Label Design Ian Kidd Design
1997	Mitsubishi, 'Dog' TV Young & Rubicam
1998	Transport SA, TV Campaign Young & Rubicam
1999	SA Lotteries Commission Outdoor Bus Shelter, Clemenger BBDO
2000	SA TAB, "Passionate Moments" 30sec Radio Killey Withy Punshon

2001	Beer Brothers Packaging & Label Design Ian Kidd Design
2002	Yalumba, Outdoor Killey Withy Punshon
2003	Mitsubishi Motors Pajero 'Violin' Young & Rubicam
2004	Motor Accident Commission Annual Report Black Squid Design
2005	Jim Barry Wines 'Silly Mid On' Wine Labels Parallax Design
2006	Design Hills Fresh Caulilower Labels Black Squid
2007	Henry's Drive "2007 Limestone Coast Wine Show Judges Dinner" Parallax Design
2008	Voice Design Australian Graphic Design Assoc. (AGDA) 2008 Pocket Guide
2009	Department of Health "Out it Flu" JAM Advertising
2010	Adelaide City Council "Already Home" Clemenger BBDO
2015	Mitsubishi Motors "Accelerate" Jamshop
2016	Adelaide Football Club "We Fly As One" Showpony Advertising
2017	SA Health "Hands off our Ambos" Showpony Advertising
2018	Motor Accident Commission "Fatigue" Blackbooks Jamshop
2019	SA Health "Flu Prevention-Road Toll" Showpony Advertising
2020	SA Tourism Commission "#BookThemOut" TBWA/Adelaide
2021	National Parks & Wildlife Services SA "Get The Full Picture" TBWA/Adelaide
2022	Department of Human Services "See Me for Me" Showpony Adelaide
2023	Kangaroo Island Tourism Alliance (KITA) "Kangaroo Island. Unfiltered." Fuller Brand Communication

Category & Sub-Category

Film & Video, Television Commercial

Entrant

Rory Kennett-Lister

Client

Fantastic Snacks

Title

Yup to the Cup Phase 2

Contributors

Parris Mesidis, Andy Scott, Chico Zuccato, Felipe Carrasco, Patrick Cotter, Laura Prior, Julia Palumbo, Ana Coelho, Lisa Browne



The Pitch

Hot on the heels of the original YUP TO THE CUP Fantastic Cup Noodles campaign, in this TVC we enter a normal supermarket where things are far from normal.

Sure it's the same catchy jingle and characters from the first campaign, but in this seriously offbeat sequel, you don't buy cup noodles – cup noodles buy you.

(L-R) Andy Scott, Ana Coelho, Rory Kennett-Lister, Abby Moulton, Sophie Allchurch, Chico Zuccato, Laura Trelogan



Category

Integrated Campaign

Entrant

Abby Moulton

Client

BreastScreen SA

Title

Make Time for the Girls

Contributors

Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Trelogan, Alex O'Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Ana Coelho, Claudia VandenBrink, Meabh McEluff



The Pitch

For women over 40, a regular breast screen is the best way to detect cancer early and reduce the risk of life-threatening impacts. However, women are still skipping their regular breast screens. There was a clear need to get women's attention and tell some truths.

Leveraging society's many nicknames and euphemisms for breasts, this irreverent campaign uses familiar vernacular to deliver an important message, designed to engage and empower women, prompt conversation and encourage action.

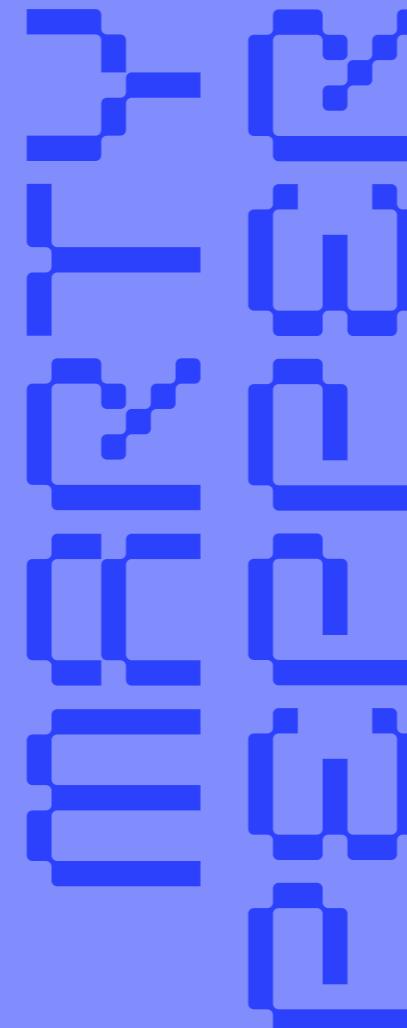
The name, Master's Chair, was chosen to acknowledge the time honoured role of Master Craftsperson.

No matter how good an idea is, for a complete piece of advertising or design to be great and effective, it needs the contribution of a range of individuals.

The Master's Chair recognises the contribution of those individuals.

Past Recipients

1990	Steve Callan & Peter Best Radio Production RAA 'Gecko'	2005	Richard Lyons Photography Kosmea Australia
1991	Mark Rivett Original Music Adelaide Zoo "Keep On Pooing"	2006	Micheal Cusack Animation Masterfoods Schamcko's Shapz "Breakout"
1992	Michael Rowland Illustration Adelaide Festival CTR Trust "Something On Saturday"	2007	Richard Coburn & Martyn Zub "Fake Film Festival Screen Opening"
1993	Michael Cusack Tv Animation Dank "Fathers Day"	2008	Martyn Zub Kojo Pictures "Beautiful Trailer"
1994	Robyn Watt Art Direction Orlando E3 "Fridge"	2009	Ernie Clark ACS Department Of Health "Out it Flu"
1995	Michael Cusack TV/Cinema Craft Animation Lipton's Squeezabl Tea Bags	2010	Anthony De Leo Voice Longview Vineyard "WWagtail"
1996	Nick Burton TV/Soundtrack Tab "Neighbours" & Adrian Adams Interactive Cd-Rom Federal Bureau of Consumer Affairs "Consumer Power 2"	2015	Richard Coburn KOJO Hilltop Hoods "Won't Let You Down"
1997	Darren Burgess TV Animation WA Health Department Anti Smoking Campaign	2016	Justin Astbury STAN/KOJO "Wolf Creek Teaser TV Series"
1998	Street Remley & Les Francis Radio Production NRMA "Hitch-Hiker"	2017	David Parkinson Cinematography Penny's Hill "Winter"
1999	Street Remley, Les Francis & Leanne Vine Radio Production Aeroguard "Fishing"	2018	Angela Heesom Casting Baby Einstein "Become"
2000	Peter Best TV Soundtrack Production Transport SA "Jaws"	2019	Kent O'Halloran Art Direction Tourism NT "Military History"
2001	Marty Pepper Flame Compositing The Age Classifieds "Houses"	2020	Pat Parisi Brand Identity Rundle Mall
2002	Michael Cusack Animation Inghams Drummos "Can Can"	2021	Angela Heesom Casting SAPOL "Selfish Prick"
2003	Michael Cusack Animation The Earth Sanctuaries Foundation "Critters"	2022	David Ockenden Film & Video - Direction Department of the Premier & Cabinet "Future Jobs"
2004	Richard Lyons Photography Bank SA "Take Your Time Moving"	2023	Stephen Deeble Film & Video - Editing Think Road Safety "Love Riding"



Category & Sub-Category

Film & Video, Post-Production

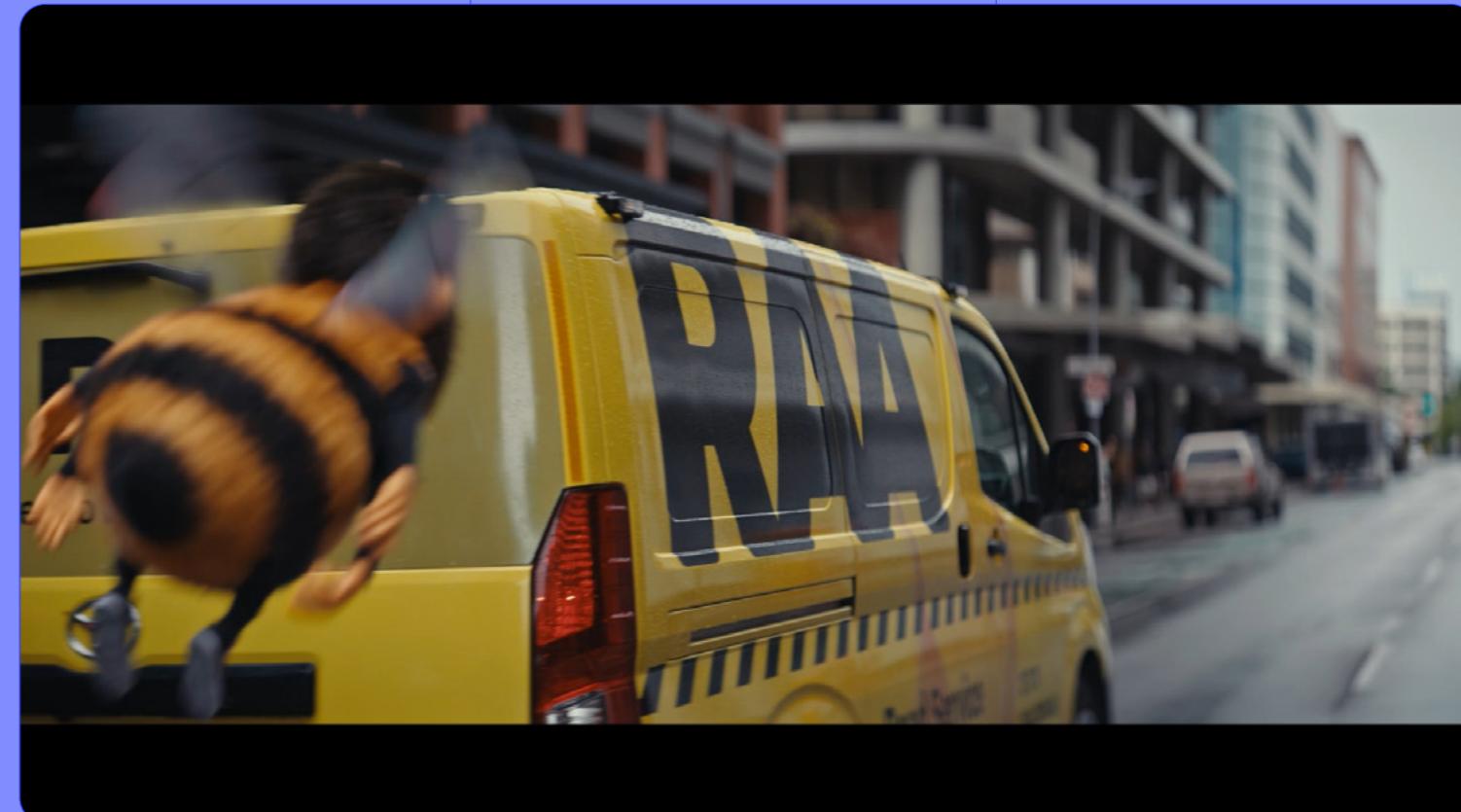
Client
RAA

Title
Better to be a Member - Campaign

Agency
KOJO Studios

Contributors
Post Production, KOJO Studios
Edit & Colour, Marty Pepper
Producer, Annalise Menzel (Yes Darling)
Director, Luke Shanahan
Post Producer, Georgia Lippe

(L-R) Nic Eldridge, Marty Pepper, Paul Kitching



The Pitch

These commercials were edited to facilitate a fully animated Bee character, dialogue was recorded onset, then edited to create the timings. Animators then lip synced the character to the preset timings.

As the animation was blocked, the edit was adjusted to tighten the cut. The live footage was digitally cleaned up to make way for the Bee animation, road closures removed, hi vis gone.

Once the animation was complete the shots were colour graded to full integrate the Bee into the live action story.

The Chair for Good was first introduced in 2022, to highlight creative work that promotes, presents, enhances or supports an initiative that provides a benefit to the greater good.

Projects can be done pro bono, fee for service or even self-initiated.

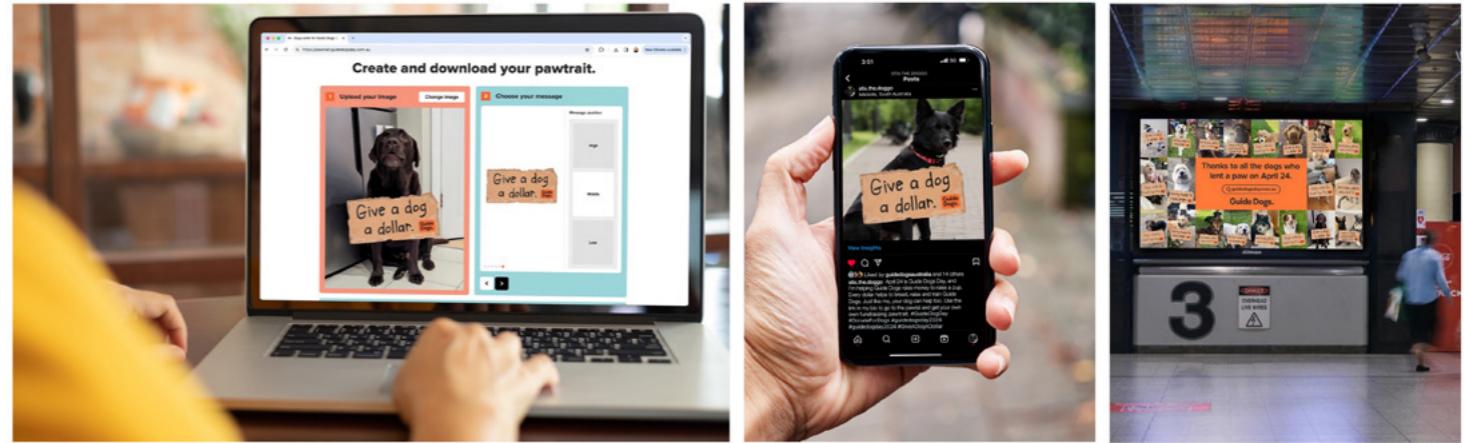
The Jury's assessment is on the intent of the project and the outcome as it relates to that intent.

Past Recipients

2022 "See Me for Me"
Department of Human Services
Showpony Adelaide

2023 "Bloody Important Conversation Microsite"
TABOOO Period Products
Black Sheep Advertising

(L-R) Brenton Bleechmore, Corey Swaffer, Sam Talbot, Paul Kitching, Nic Eldridge



Category
Social Awareness

Client
Guide Dogs SA/NT

Entrant
Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson

Title
Dogs Unite For Guide Dogs

Contributors
Producer, Alex Cotterell
Photographer, Richard Lyons
Lead Web Developer, Caleb Chadwick
Web Developer, James Apoefis
Digital Designer, Nick Bozic
Finished Artist, Carlie Chenoweth
Head of Advertising, Sam Talbot
Media Director, Michelle Grogan
Managing Director, Sam Davies
Executive Director of Media, Nat Morley
Digital Project Manager, Steve Pritchard
Digital Strategist, Alex Stewart
DOP/Editor/Sound, Taras Zagajewski

The Pitch
If dogs had a favourite charity, surely it would be Guide Dogs. To ordinary dogs, Guide Dogs are legends. And if they could, ordinary dogs would fundraise their paws off for Guide Dogs. So we made that possible. 'Dogs Unite For Guide Dogs' was the world's first fundraising campaign run by dogs for dogs. It put the power into the paws of ordinary dogs. (With a little help from their owners of course.) Dogs beg; for biscuits, meals, and walkies. We gave all dogs the chance to put their begging skills to use for a bigger cause, leading up to International Guide Dogs Day on 24th April 2024.

We directly targeted and activated the 450,000+ households in SA/NT with registered dogs, to turn them into fundraising ambassadors. Everything drove to our campaign web 'pawtal', which allowed dog owners to create their own fundraising 'paw-trait' and amplify the call-to-action. And all the dogs encouraged humans to donate via the QR code and website.

We had a target of \$160,000 and we smashed it. Achieving \$250,000 on the day.

In 2021, with great pride and much sadness, we announced the creation of a third perpetual Chair for the AADC Awards, The Rita Sioow Chair for the best overall entry in the category of Design.

Rita was a remarkable woman, designer, lecturer and mentor who unexpectedly and prematurely passed away in late 2020. Her impact on the creative industry and the AADC was immense and will be long lasting, having touched the professional and personal lives of so many.

Past Recipients

2021 "Gemtree Small Batch" for Gemtree Packaging Design Matt Remphrey, Parallax

2022 "Pairs Well With" for Penley Integrated Design Campaign Pat Parisi, Simple

2023 "Poltergeist Gin" for Callington Mill Distillery Wine, Beer & Spirits Packaging Matt Remphrey, Parallax

(L-R) Ryan Stephens, Michael Cervelli, Sam Brown, Pat Parisi



The Club commissioned Voice Design to conceptualise and design the Rita Sioow Design Chair trophy, with local sculptor, Sally Wickes and glass artist, Llewelyn Ash engaged to bring it to life.

Early Childhood Dental Program

smiling starts



Category & Sub-Category

Brand Identity, Large Corporate

Client

Early Childhood Dental Program (WA Health)

Title

Smiling Starts

The Pitch

There's a common misconception that baby teeth don't matter as they'll only fall out, though that couldn't be further from the truth. Not only is it incorrect, but the need for good oral health care actually begins from the moment a child is born.

Dental programs for school-aged children are commonplace in Australia, though from the ages of 0-5 parents have largely been responsible for the oral health of their children, with accurate information hard to find, and misconceptions running rife.

To lead the promotion and education of good practices and support for WA families, the Western Australian government brought together the 'Early Childhood Dental Program', and we worked with them to shape it into the consumer-facing 'Smiling Starts'.

Our challenge was to craft an energetic brand that focused on instilling good oral health habits, reducing dental anxiety (for parents and children) and changing perceptions of what a government-backed health service could look like.

Agency
Simple

Contributors
Sam Brown, Elly Glaser, Paige Weekley, Harry Tomlian, Ryan Stephens

With a diverse range of people from across the state needing to access the program, it was important for accessibility and inclusion to be at the forefront of our decision making. From choosing language that is genuine and non-judgemental, to curating a flexible and accessible colour palette inspired by nostalgic 90s Australian culture (the children of whom are now having children) Smiling Starts can easily communicate with humans of all ages, backgrounds and locations.

With a sense of journey and adventure at the heart of Smiling Starts, we developed a series of Smilestones that recognise and celebrate every moment of growing your first teeth. To address common misconceptions, we shaped clinical information into memorable expressions (now known as 'mythbrushters') that have become bedtime routines. Central to this is the cast of illustrated Smiling Starts characters, who share the program's mission and help to deliver important oral health tips across a broad range of collateral.





Each year, two local industry stalwarts from the Student Jury decide which entrant should take out Student of the Year, for best overall entry or collective of entries.

In 2024, the Student Jury Co-Chairs were Michael Gagliardi of Sauce and Annalise Menzel of Yes Darling.

Since the inception of this award in 2022, each awarded student has found themselves in full-time employment within Adelaide's creative industry — an incredible achievement for the students and the Club alike.

Past Recipients

2022 Sam Brown

2023 Jazz King

Category
Idea

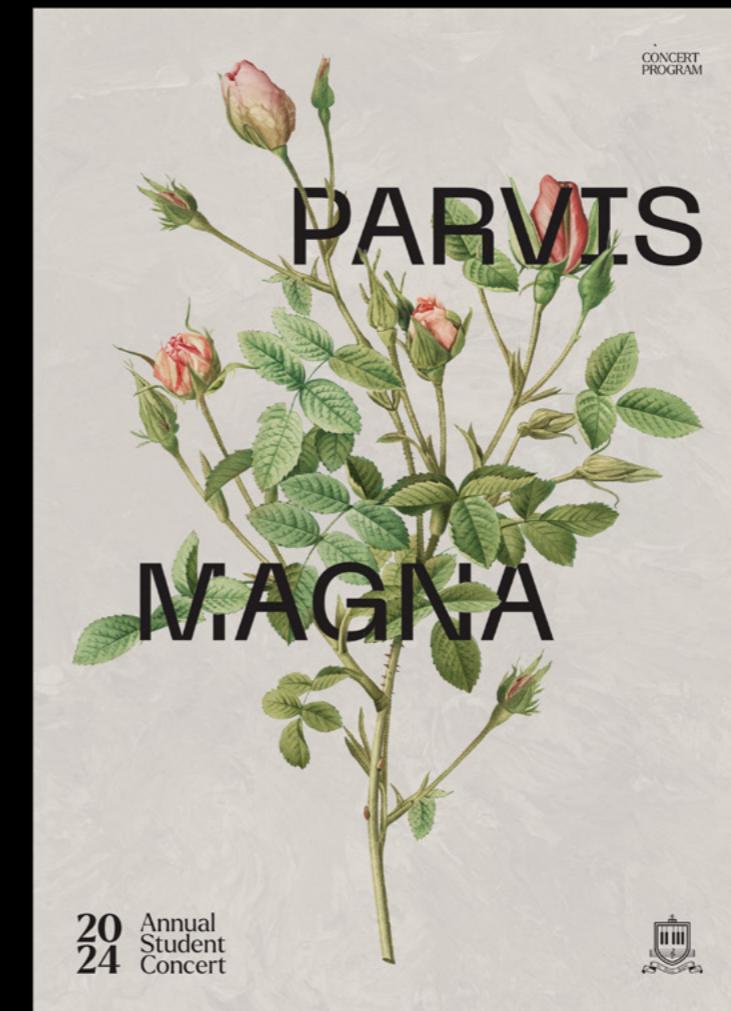
Client
University of South Australia

Title
Flinders Private Hospital Rebrand

The Pitch
The Flinders Private Hospital rebrand captures the establishment's modern, functional, and innovative essence through a sleek visual system.

Integrating technological and architectural finesse, the design features a brandmark inspired by an aerial view of Bedford Park. The mark's shape reflects the interconnected ecosystem of facilities, highlighting the hospital's unique position amidst its indirect and tertiary competitors.

Built on minimalism, the brand employs a modular logo-mark that ensures versatility across various contexts while maintaining a consistent and strong identity.



Category
Craft

Client
Tae-Seung Piano School

Title
Parvis Magna Student Concert Program

The Pitch
The student concert program is beautifully themed around the concept of floral growth, symbolising the journey of each student's musical development.

The theme captures the transformation from budding musicians to fully blossomed artists, each showcasing their unique identities and styles.

This visual and conceptual motif not only adds an aesthetic appeal but also serves as a metaphor for the students' personal and artistic growth throughout their musical education.

(L-R) Michael Gagliardi, Brian Park, Annalise Menzel



Awards & Finalists

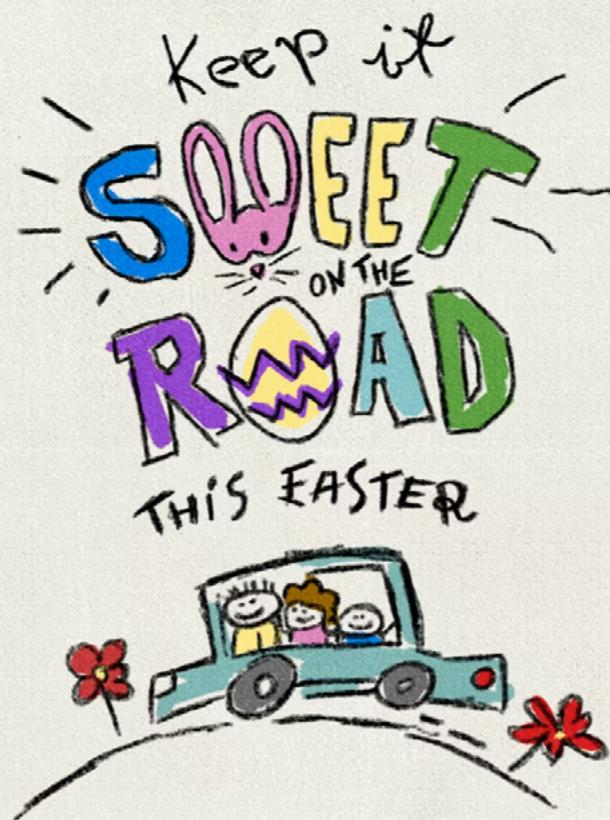


The Forty Seventh Annual
AADC Awards





Award



Category & Sub-Category

Audio,
Best Use of Music

Client

SAPOL

Title

Keep it Sweet

Awarded to

Andy Scott

Agency

Showpony Adelaide

Contributors

Parris Mesidis, Rory Kennett-Lister, Chico Zuccato, Patrick Cotter, Sam Cavallaro, Lachlan Varricchio, Alex O'Neil, Ana Coelho, Scott Illingworth

Award



Category & Sub-Category

Film & Video,
Television Commercial

Client

Fantastic Snacks

Title

Lighten Up (Office)

Awarded to

Chico Zuccato

Agency

Showpony Adelaide

Contributors

Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans

Award



Category & Sub-Category

Direct Marketing,
Direct Response Advertising

Client

Guide Dogs SA/NT

Title

Dogs Unite For Guide Dogs

Awarded to

Brenton Bleechmore,
Corey Swaffer, Jazz King,
Ella-Maude Wilson

Agency

kwpX

Contributors

Producer: Alex Cotterell,
Photographer: Richard Lyons,
Finished Artist: Carlie Chenoweth,
Head of Advertising: Sam Talbot,
Managing Director: Sam Davies,
Executive Director of Media: Nat Morley,
Media Director: Michelle Grogan,
Lead Web Developer: Caleb Chadwick,
Web Developer: James Apoefis,
Digital Designer: Nick Bozic,
Digital Project Manager: Steve Pritchard,
Digital Strategist: Alex Stewart, DOP/
Editor/Sound: Taras Zagajewski

Award



Category & Sub-Category

Film & Video,
Television Commercial

Client

Fantastic Snacks

Title

Lighten Up (Home)

Awarded to

Chico Zuccato

Agency

Showpony Adelaide

Contributors

Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



Award



Category & Sub-Category

Film & Video,
Television Commercial

Client

Fantastic Snacks

Title

Yup to the Cup Phase 2

Awarded to

Rory Kennett-Lister

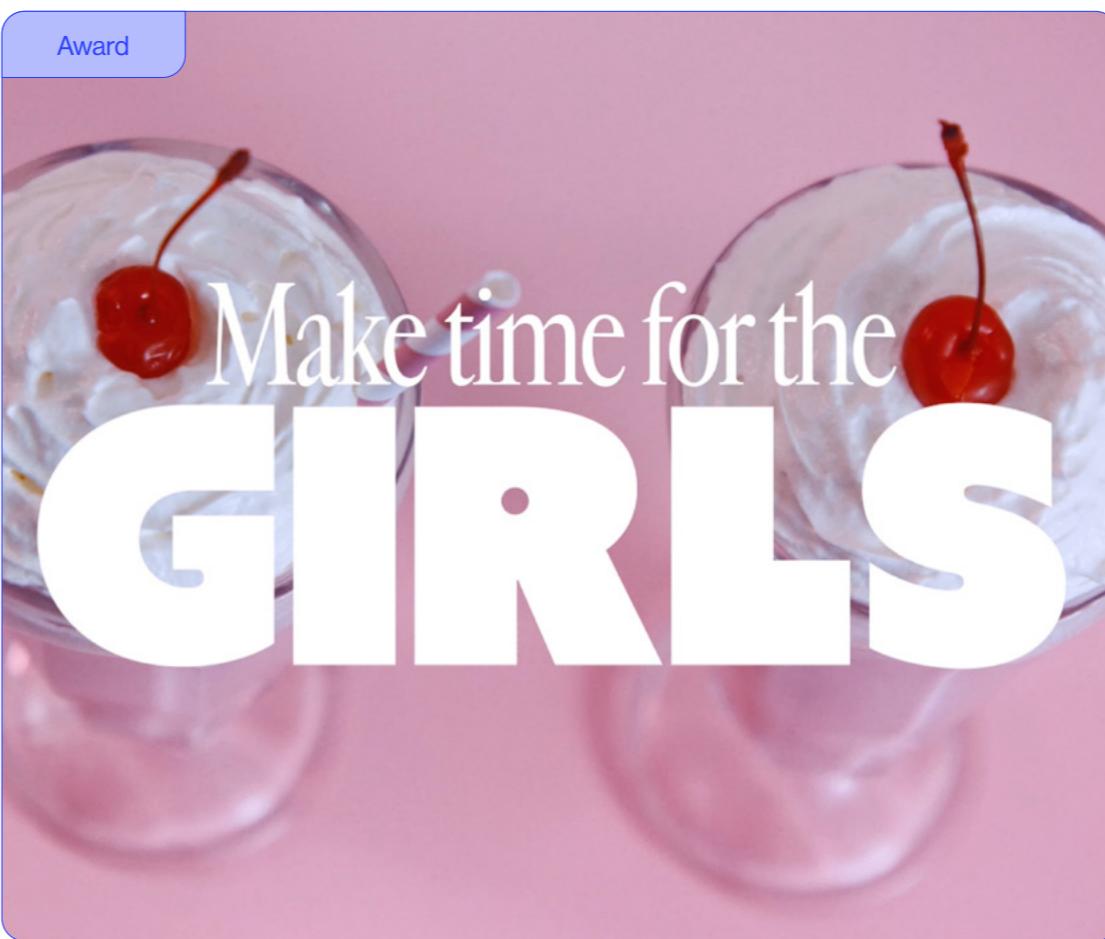
Agency

Showpony Adelaide

Contributors

Parris Mesidis, Andy Scott, Chico Zuccato, Felipe Carrasco, Patrick Cotter, Laura Prior, Julia Palombo, Ana Coelho, Lisa Browne

Award



Category
Integrated Campaign

Client
BreastScreen SA

Title
Make Time for the Girls

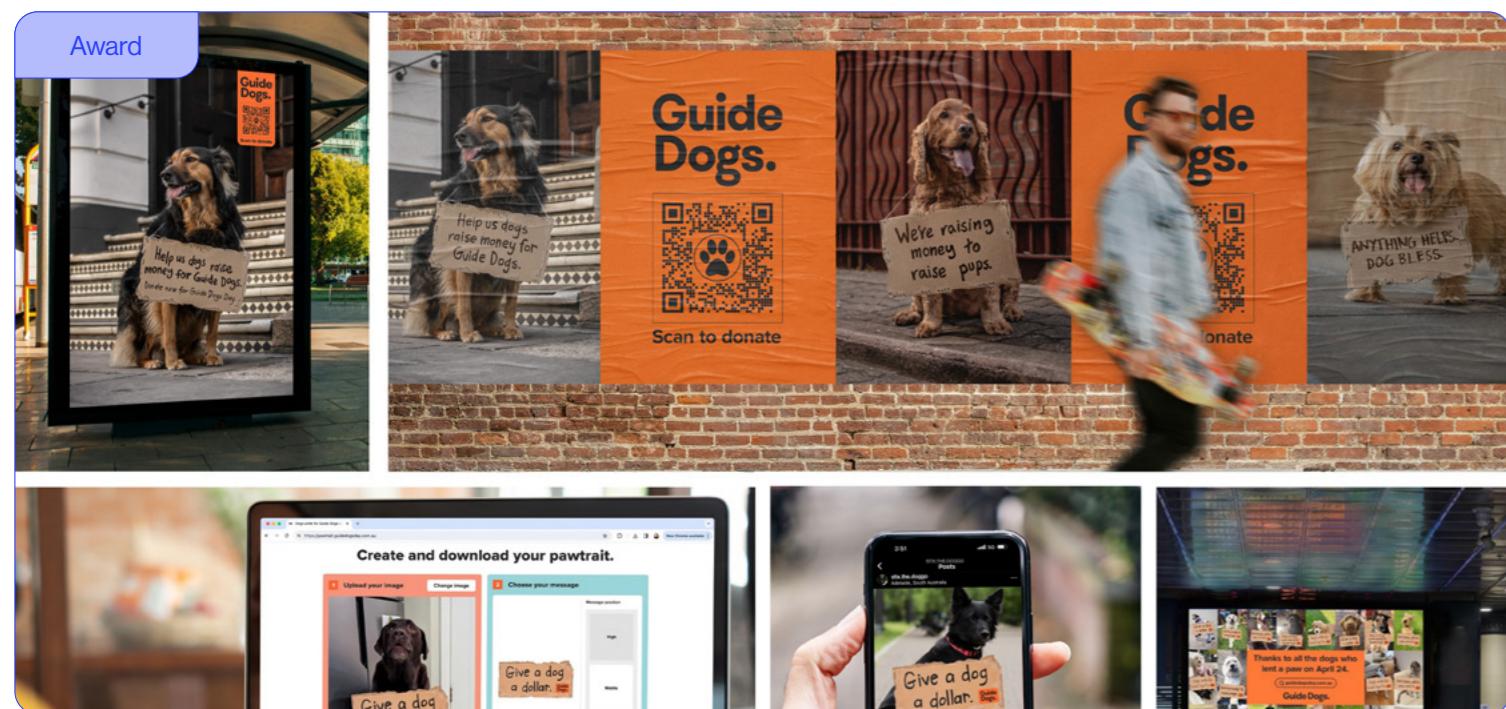
Awarded to
Abby Moulton

Agency
Showpony Adelaide

Contributors

Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Tregloan, Alex O'Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Claudia VandenBrink, Ana Coelho, Meabh McElduff.

Award



Category
Integrated Campaign

Client
Guide Dogs SA/NT

Title
Dogs Unite For Guide Dogs

Awarded to
Brenton Bleechmore,
Corey Swaffer, Jazz King,
Ella-Maude Wilson

Agency
kpx

Contributors
ECD/Art Director: Brenton Bleechmore, ECD/Copywriter:

Corey Swaffer, Copywriter: Jazz King, Art Director: Ella-Maude Wilson, Photographer: Richard Lyons, Producer: Alex Cotterell, Finished Artist: Carlie Chenoweth, Head of Advertising: Sam Talbot, Managing Director: Sam Davies, Account Manager: Sophie Ross, Media Director: Michelle Grogan, Lead Web Developer: Caleb Chadwick, Web Developer: James

Apoefis, Digital Designer: Nick Bozic, Digital Project Manager: Steve Pritchard, Digital Strategist: Alex Stewart, Taras Zagajewski – DOP/Editor/Sound, Executive Director of Media: Nat Morley.

Award



Category & Sub-Category
Outdoor & Poster,
Small Format Outdoor

Client
Sophie's Legacy

Title
Sophie's Legacy – LOST

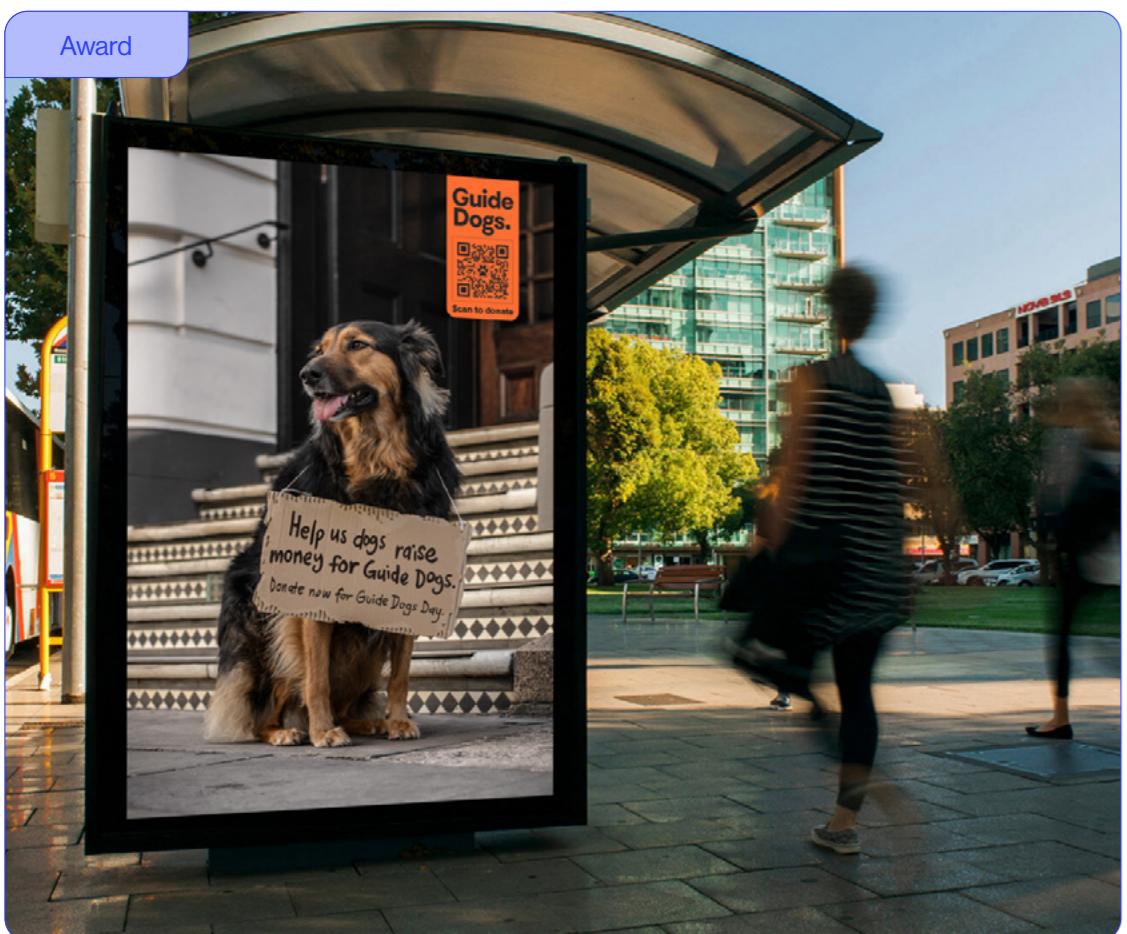
Awarded to
Chico Zuccato

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Andy Scott, Laura Marcus, Althier Alanza, Laura Tregloan, Brooke Loveday, Sophie Allchurch, Claudia VandenBrink, Melissa Roberts, Ana Coelho



Award



Category & Sub-Category
Outdoor & Poster,
Campaign

Client
Guide Dogs SA/NT

Title
Dogs Unite For Guide Dogs

Awarded to
Brenton Bleechmore,
Corey Swaffer, Jazz King,
Ella-Maude Wilson

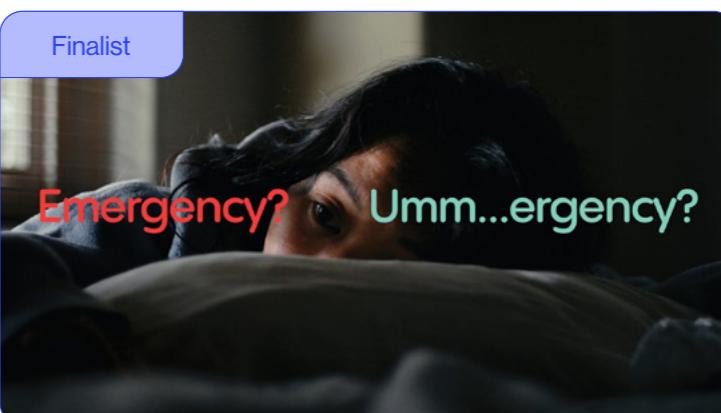
Agency
kwpX

Contributors
Brenton Bleechmore, Corey
Swaffer, Ella-Maude Wilson,
Jazz King, Alex Cotterell, Richard
Lyons, Carlie Chenoweth, Sophie
Ross, Sam Davies, Nat Morley,
Michelle Grogan, Caleb Chadwick,
James Apoeis, Steve Pritchard,
Alex Stewart, Sam Talbot

Finalist



Finalist



Category
Audio,
Best Use of Music

Client
SA Health

Title
Umm...emergency

Awarded to
Matt Schirripa

Agency
Simple

Contributors
Scott Illingworth, John Bartlett

Finalist



Finalist



Category & Sub-Category
Audio,
Radio Commercial

Client
SA Health

Title
Umm...emergency?

Awarded to
Elly Glaser

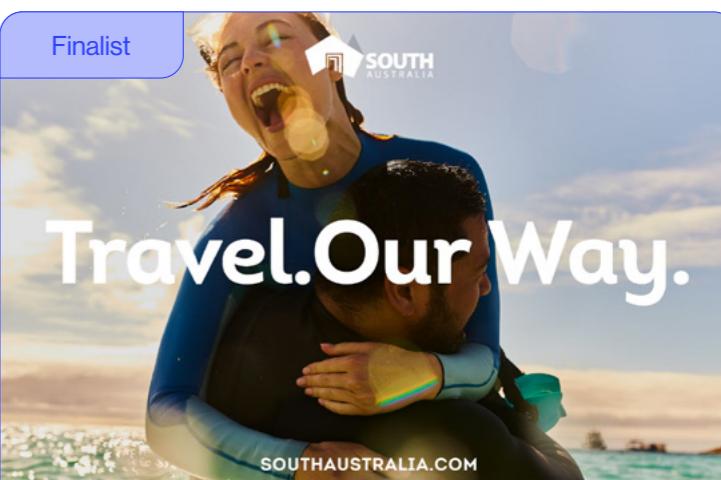
Agency
Simple

Contributors
Matt Schirripa, David Stocker,
Kirsty Pozza, Pat Parisi, Scott
Illingworth, John Bartlett

Finalist



Finalist



Category & Sub-Category
Audio, Best Use of Music

Client
South Australian Tourism
Commission

Title
Travel. Our Way.

Nerissa Douglas, Michael Gagliardi,
Jarrod Knoblauch, Erik de Roos,
Marianthi Livaditis, Chris Plummer,
Louise Magor, Aaron Gill, Mark
Webber, Nicola Tate, Annalise
Menzel, Sharon Kerrigan, Katie
Milwright, Mark Tipple, Rusty
Marrett, Nick Frayne, Jeffrey Gaunt,
Nic Datson, Sam Clarke, Justin
Van Zyl, Django Nou, Ben Brooks,
Chloe Spalding, John Laurie, Ryan
Cantwell, Jono Baker, Angela
Heesom, Natasha Stone, Bonnie
Charles, Ebony Feltus, Carat, Jade
Robinson, Marty Pepper, Justin
Astbury, Georgia Lippe, Lenny
Kravitz, Craig Ross, Chris Chalmers.

Awarded to
Jamie Shawyer

Agency
Fuller

Contributors
Will Fuller, Jordaine Chattaway,
Jamie Shawyer, Emily Dowe,

Category & Sub-Category
Audio,
Radio Commercial

Client
South Australia Police

Title
Stop Flirting with Death

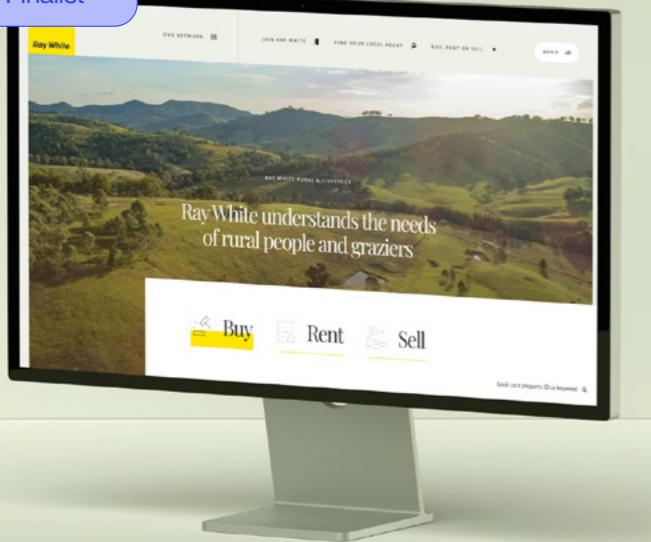
Awarded to
Katheryn Korczak

Agency
NATION

Contributors
Nick Brz, Judi Oehme, Greg Faull,
Greg Knappe, Rachel Gates,
Justin Astbury (Astbury Audio)



Finalist



Category
Digital, Website
Client
Ray White
Title
raywhite.com

Awarded to
George Sezenias
Agency
Simple
Contributors
Paige Weekley, Pat Parisi, Paul Charles, Sam Stevens, Tyson Van Prooijen, Suprim Golay

Finalist



Category
Digital, Social Media Campaign

Client
Adelaide Economic Development Agency

Title
The Santa Course

Awarded to
Pat Parisi

Agency
Simple

Contributors
Elly Glaser, Paige Weekley, Ryan Stephens

Finalist

An open letter to the 20 suspended students.

Look — we get it. Cravings don't have a curfew. It was late, the food at camp didn't hit the spot, and just down the road was an OTR, stocked to the brim with delicious treats. Who wouldn't think to themselves, "I could...Go a Mo...".

Was it the best decision? No.

But we understand the urge. And who can think straight when they're hungry? So the next time you're feeling a little famished, it's on us.

Just send OTR a copy of your suspension letter to OTR@GoAMo's.com.au, along with a promise not to skip out on camp again, and we'll give you a free Mo's Herring and Shake. Easy.

P.S. This is a one time deal, don't anyone else go getting any crazy ideas.



Category
Direct Marketing, Direct Response Advertising

Client
OTR

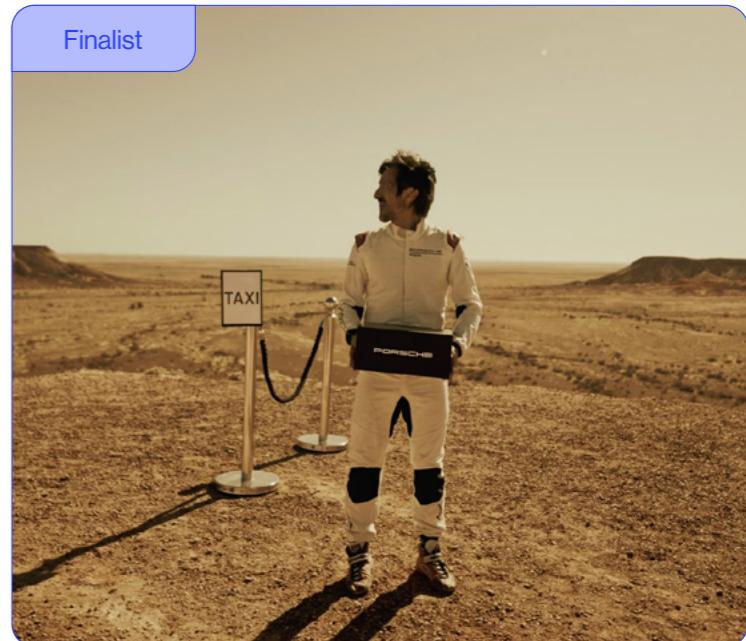
Title
Suspension Letter

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Sophie Allchurch, Abby Moulton, Matthew Basso, Min Jung, Perri Kapmias, Chris Kim, Annika Turon-Semmens, Julia Palombo, Patrick Cotter, Mehernaz Jila

Finalist



Category
Entertainment, Branded Video

Client
Porsche Australia

Title
The Box

Awarded to
Johnny Velis & Becq Hinton

Agency
Super-Duper & Grafton Create

Contributors
Elliot Grafton, Georgie Woskett, Evraam Soliman

Finalist



Category & Sub-Category
Digital, Integrated Digital Campaign

Client
Adelaide Economic Development Agency

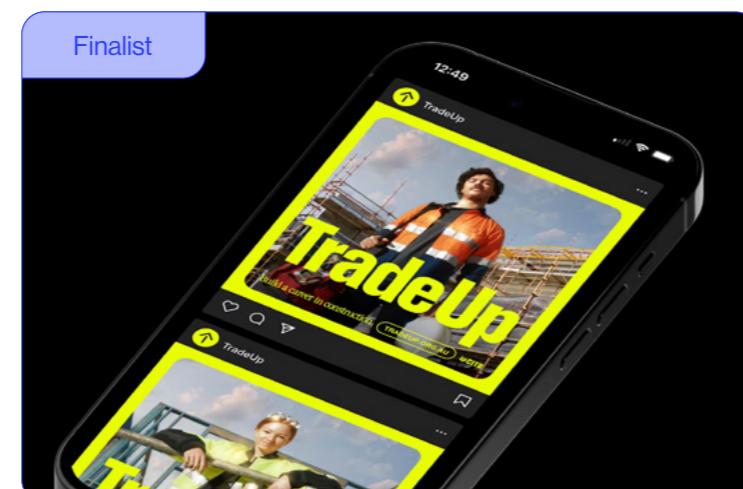
Title
See for yourself

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Abby Moulton, Andy Scott, Althier Alianza, Annika Turon-Semmens, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Patrick Cotter, Alex O'Neil, Scott Illingworth, Laura Marcus, Ana Coelho

Finalist



Category & Sub-Category
Digital, Integrated Digital Campaign

Client
Construction Industry Training Board (CITB)

Title
Trade Up

Awarded to
Joshua Newnes

Agency
Fuller

Contributors
Will Fuller, Michael Gagliardi, Marcus La Forgia, Joshua Newnes, Kylie Roux, Emily Dawe, Jarrod Knoblauch, Sean Kane, Todd Fischer, Andreas Heikaus, BJ Vigar, Philippa Lawrie, Ketut Gunaksa, Marko Rapaic, Antara Joglekar, Tom Cumming, Fiona Crowe, Mae King, Truce, Elise Trenordan, Nicola Tate, Toby Morris, Mitch Ayers, Scott Illingworth, Jonathan van der Knaap

Finalist



Category & Sub-Category
Entertainment, Branded Content

Client
Kangaroo Island Tourism Alliance (KITA)

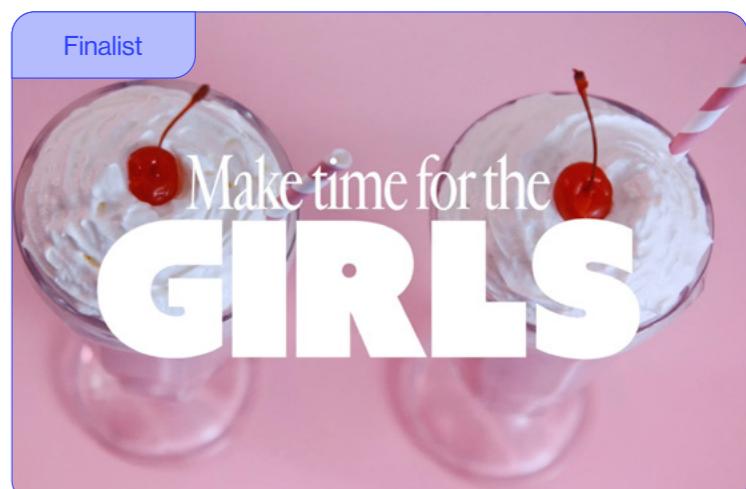
Title
Bitter Sweet

Awarded to
Joshua Newnes

Agency
Fuller

Contributors
Will Fuller, Marcus La Forgia, Jamie Shawyer, Joshua Newnes, Emily Dawe, Jarrod Knoblauch, Sean Kane, Andreas Heikaus, Justin Van Zyl, Fiona Crowe, Megan Harvie

Finalist



Category & Sub-Category
Film & Video, Television Commercial

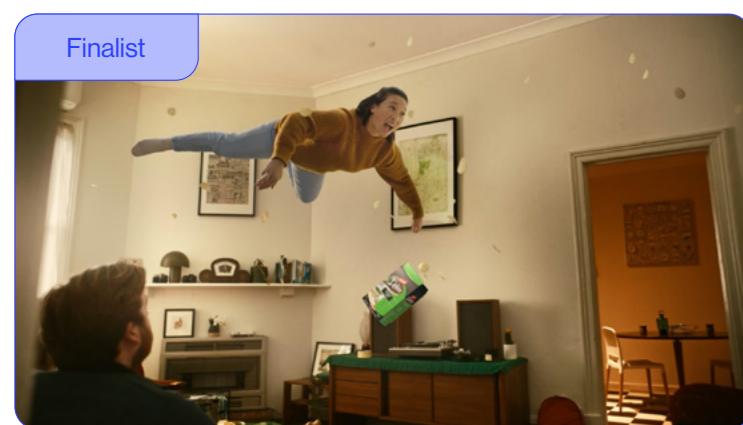
Client
Breastscreen SA

Title
Make time for the girls

Awarded to
Abby Moulton

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Tregloan, Alex O'Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Claudia VandenBrink, Ana Coelho, Meabh McElduff



Category & Sub-Category
Film & Video,
Television Commercial

Client
Fantastic Snacks

Title
Fantastic Snacks – Lighten Up

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Andy Scott, Chico Zuccato, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



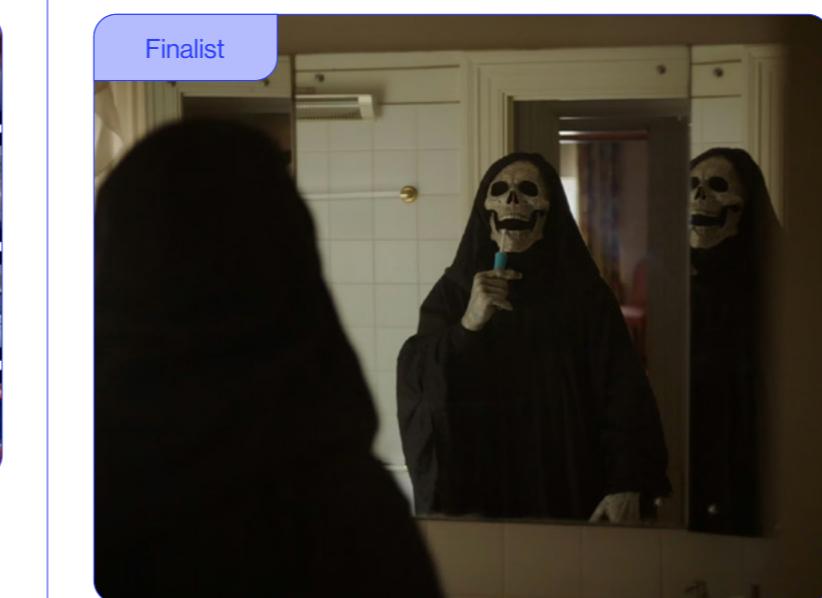
Category & Sub-Category
Film & Video, Television Commercial

Client
RAA

Title
Insurance

Awarded to
Josh Fanning & Brenton Bleechmore

Agency
kwpk



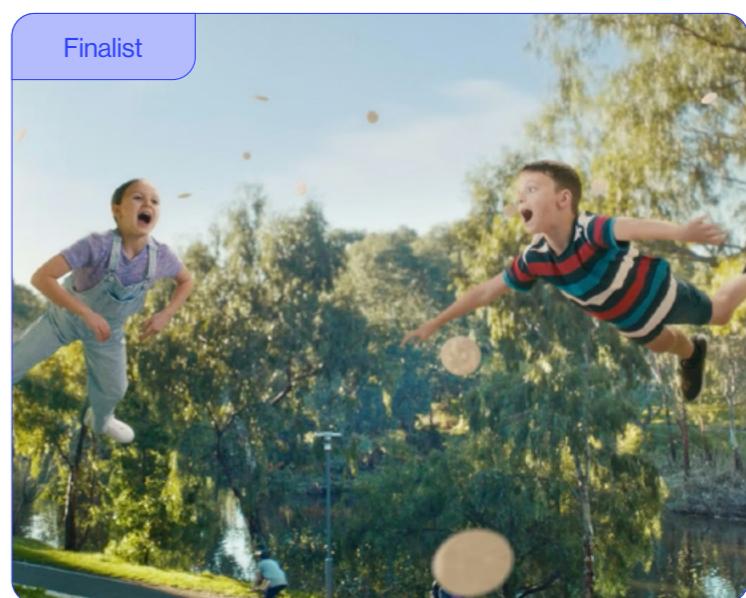
Category
Film & Video, Television Commercial

Agency
NATION

Client
South Australia Police

Title
Stop Flirting with Death – Blue

Awarded to
Nick Brz and Katheryn Korczak



Category
Film & Video, Television Commercial

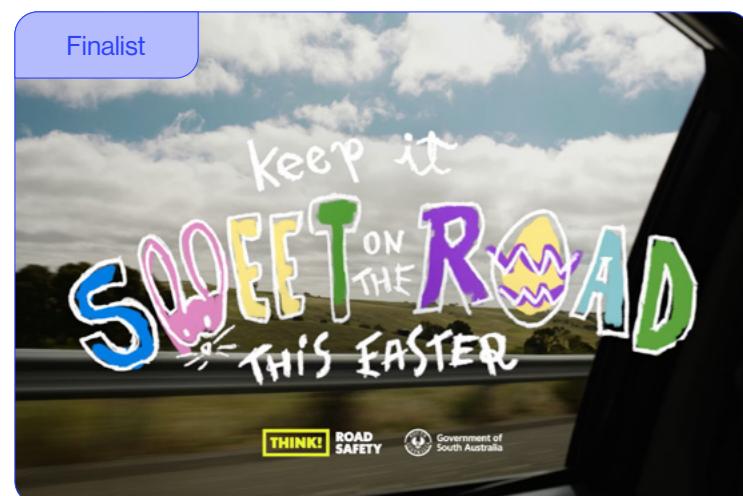
Agency
Showpony Adelaide

Client
Fantastic Snacks

Title
Lighten Up (Park)

Awarded to
Andy Scott

Contributors
Parris Mesidis, Rory Kennett-Lister, Chico Zu, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



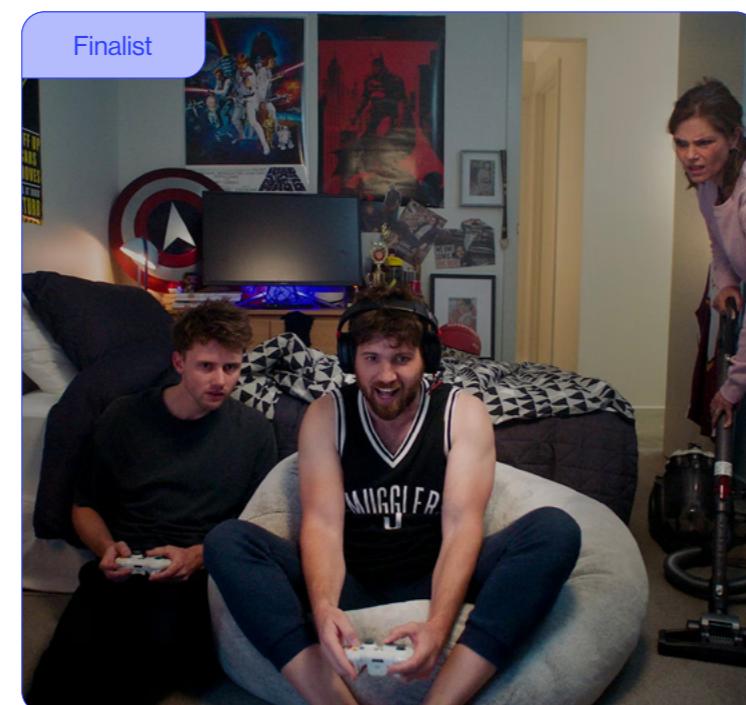
Category & Sub-Category
Film & Video,
Television Commercial

Client
SAPOL

Title
Keep it Sweet

Awarded to
Andy Scott

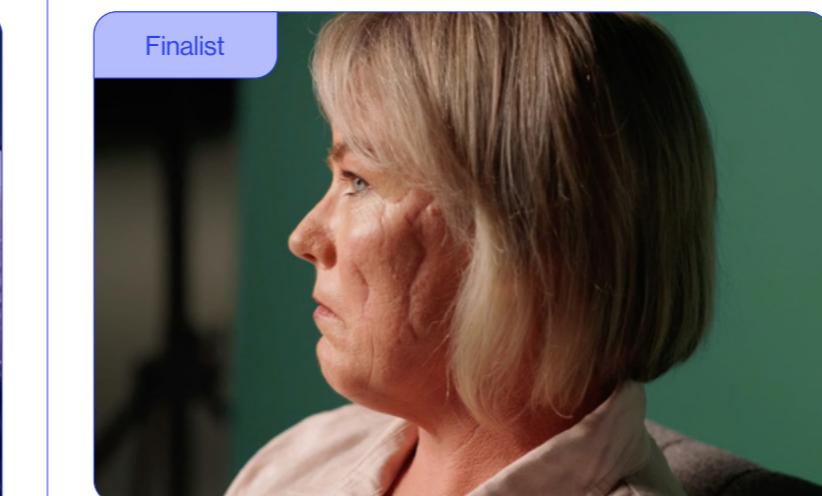
Agency
Showpony Adelaide



Category & Sub-Category
Film & Video,
Television Commercial

Client
Fairmont First

Title
Fight for Freedom



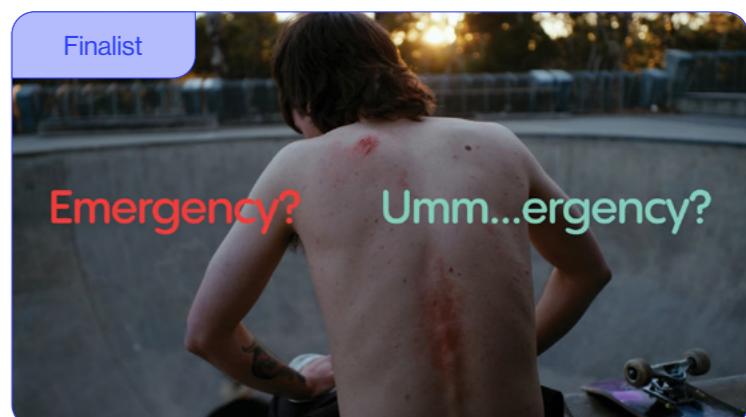
Category & Sub-Category
Film & Video,
Television Commercial

Awarded to
Andy Scott

Agency
Showpony Adelaide

Title
Good Dogs Bad Days

Contributors
Will Fuller, Marcus La Forgia, Jamie Shawyer, Joshua Newnes, Emily Dawe, Jarrod Knoblauch, Sean Kane, Andreas Heikaus, Justin Van Zyl, Fiona Crowe, Megan Harvie



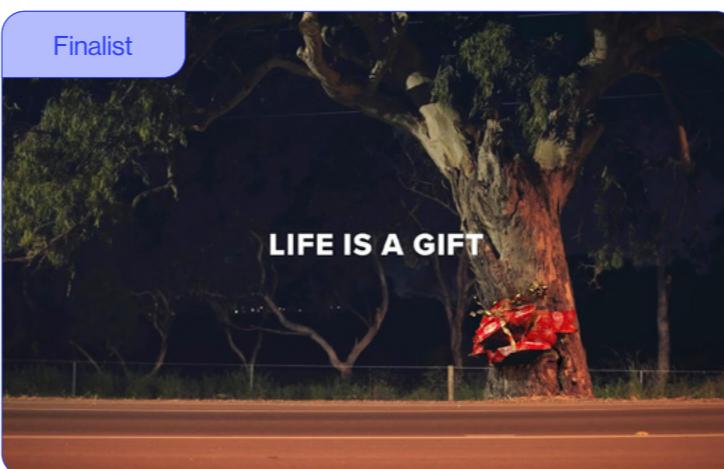
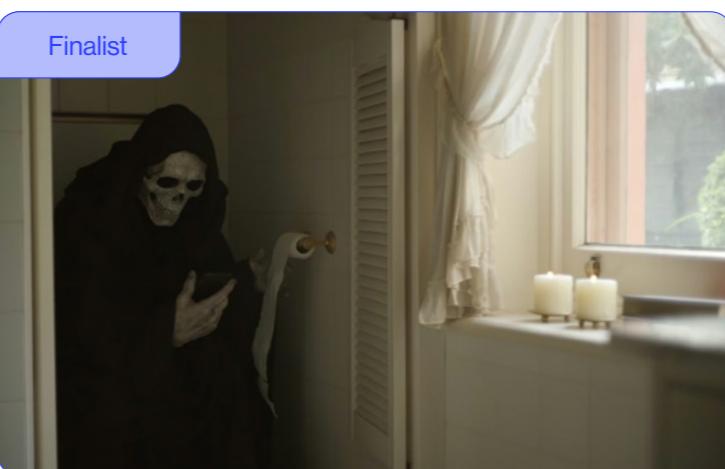
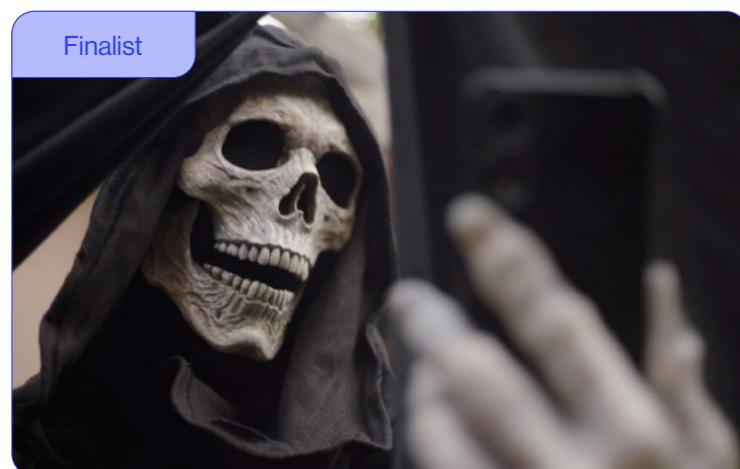
Category & Sub-Category
Film & Video,
Television Commercial

Client
SA Health

Title
Umm...emergency?

Awarded to
Matt Schirripa

Contributors
Elly Glaser, Rory Pippan, Matt Schirripa, David Stocker, Pat Parisi, Kirsty Allison, Jake Lutz, Ryan Stephens, Ben Adlington



Category & Sub-Category
Film & Video,
Television Commercial

Awarded to
Nick Brz and Katheryn Korczak

Agency
NATION

Client
South Australia Police

Title
Stop Flirting with Death – Red

Contributors
Greg Knagge, Judi Oehme,
Greg Faull, Rachel Gates, David
Ockenden (Proetic), Erica
Ockenden (Proetic), Michael
Tessari, Michael Houlahan
(Hooli), Mark McKenna (Spark!),
Justin Astbury (Astbury Audio)

Category & Sub-Category
Film & Video,
Television Commercial Campaign

Agency
NATION

Client
South Australia Police

Title
Stop Flirting with Death

Awarded to
Nick Brz and Katheryn Korczak

Agency
NATION

Client
South Australia Police

Contributors
Greg Knagge, Judi Oehme,
Greg Faull, Rachel Gates, David
Ockenden (Proetic), Erica
Ockenden (Proetic), Michael
Tessari, Michael Houlahan
(Hooli), Mark McKenna (Spark!),
Justin Astbury (Astbury Audio)

Category
Film & Video,
Digital Video Commercial

Agency
kpwx

Contributors
Corey Swaffer, Brenton
Bleechmore, Kent O'Halloran,
Ryan Shipway, Ronald Alaby,
Ben Spry, Richard Lanyon,
Rob Henschke, Ben Day, Jodi
Kirkbride, Scott Illingworth, Daniel
Gorskikh, Taras Zagajewski

Client
South Australia Police

Title
Life's A Gift

Awarded to
Corey Swaffer & Brenton
Bleechmore

Category
Film & Video,
Digital Video Commercial

Agency
Sophie's Legacy

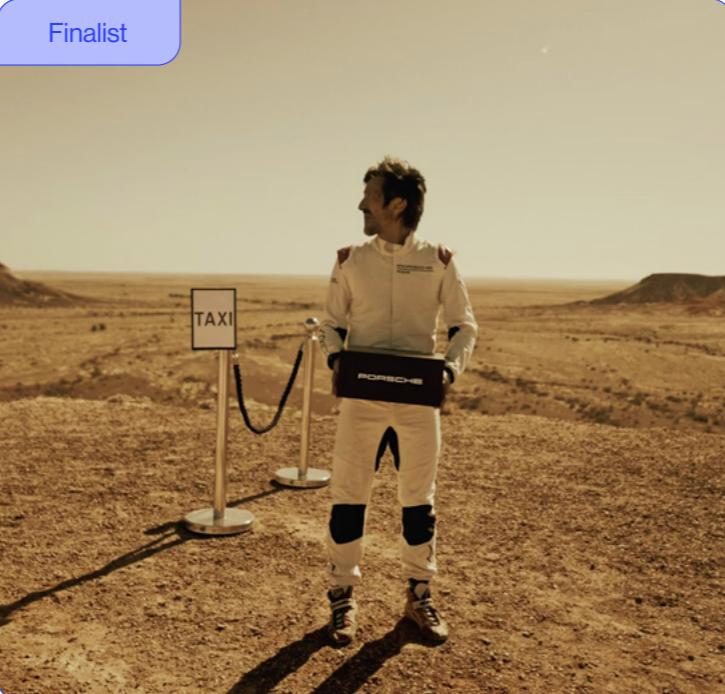
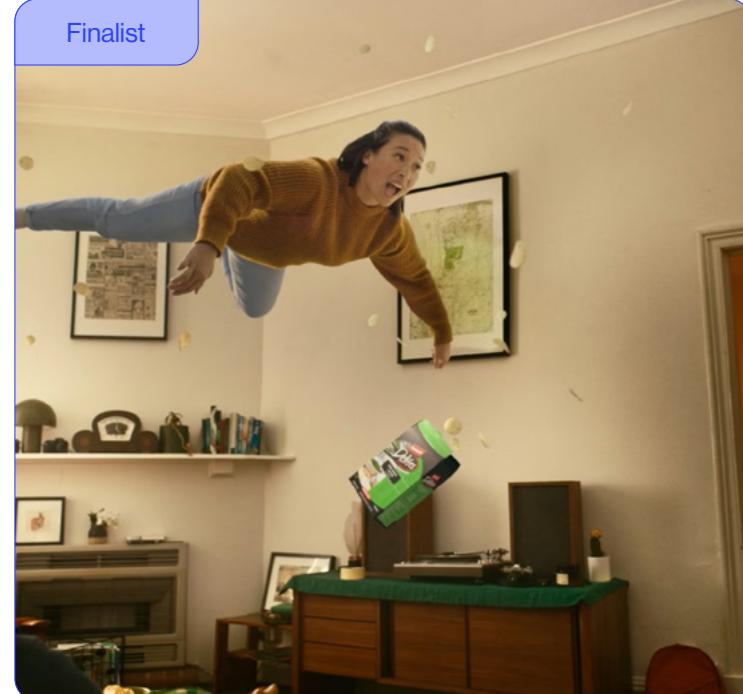
Client
Sophie's Legacy

Title
LOST

Awarded to
Chico Zuccato

Category
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-
Lister, Sophie Allchurch, Abby
Moulton, Andy Scott, Laura Marcus,
Althier Alianza, Patrick Cotter,
Laura Tregloan, Brooke Loveday,
Melissa Roberts, Ana Coelho



Category & Sub-Category
Film & Video,
Television Commercial Campaign

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-
Lister, Chico Zuccato, Patrick
Cotter, Felipe Carrasco, Sam
Cavallaro, Lachlan Varricchio,
Alex O'Neil, Scott Illingworth

Client
Fantastic Snacks

Title
Fantastic Snacks – Lighten Up

Awarded to
Rory Kennett-Lister

Category & Sub-Category
Film & Video,
Digital Video Commercial

Client
Porsche Australia

Title
The Box

Awarded to
Johnny Velis & Becq Hinton

Agency
Super-Duper & Grafton Create

Contributors
Elliot Grafton, Georgie Woskett

Category & Sub-Category
Film & Video,
Digital Video Commercial

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Andy Scott, Chico
Zuccato, Laura Marcus, Felipe
Carrasco, Patrick Cotter, Julia
Palombo, Lisa Browne, Ana Coelho,
Alex O'Neil, Scott Illingworth

Title
Yup to the Cup Phase 2

Category & Sub-Category
Film & Video,
Digital Video Commercial

Client
South Australian Police,
and Think! Road Safety

Title
Reality Hits Hard

Awarded to
Andrew Millar

Category
Black Sheep Advertising

Contributors
Jane 'Keenie' Keen, Tom Ootes,
Chris Neill, Jane Keen, Danilo
Watanabe, Franwyn Botha, Carly
Staszuk, John McLaren, Erica
Ockenden, David Ockenden,
Emerson Hoskin, Scott Illingworth



Category
Integrated Campaign

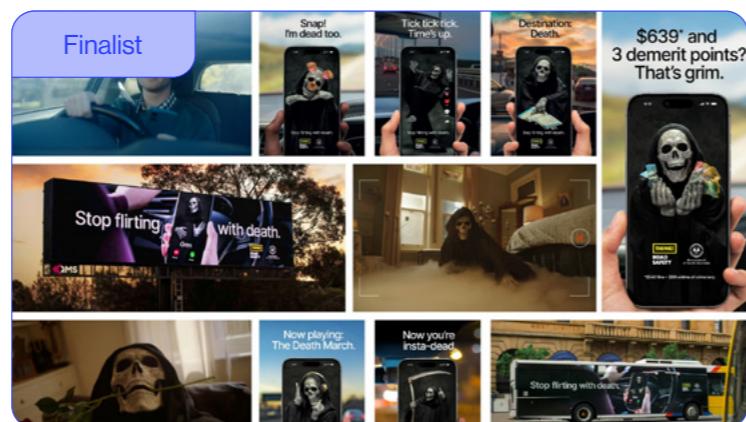
Awarded to
David Stocker

Client
SA Health

Title
Umm...emergency

Agency
Simple

Contributors
Elly Glaser, Kirsty Pozza, Matt Schirripa, Ben Adlington, Jake Lutz, Ryan Stephens, Pat Parisi



Category
Integrated Campaign

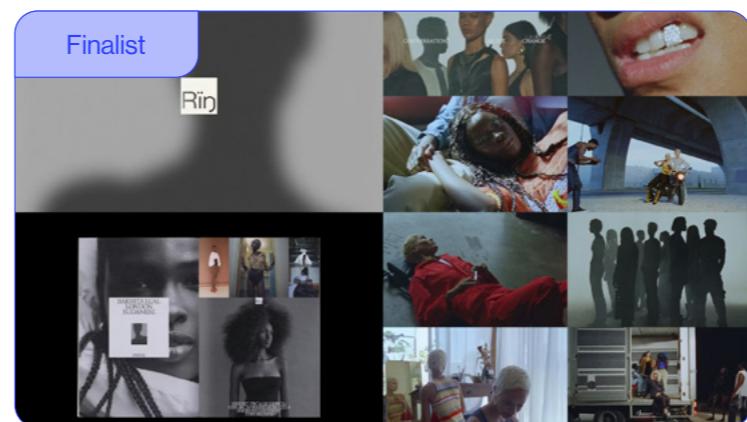
Client
South Australia Police

Title
Stop Flirting with Death

Awarded to
Nick Brz and Katheryn Korczak

Agency
NATION

Contributors
Katheryn Korczak, Nick Brz, Greg Knagge, Judi Oehme, Greg Faull, Rachel Gates, David Ockenden (Proetic), Erica Ockenden (Proetic), Michael Tessari, Michael Houlahan (Hooli), Mark McKenna (Spark), Justin Astbury (Astbury Audio), Richard Lyons (Richard Lyons Photography)



Category
Integrated Campaign

Client
Rin Models

Title
Conversations About Change

Awarded to
Henry Jarman

Agency
Quiet Mind

Contributors
Daniel Wells-Smith, Concept Store, Nicholas Muecke, Emerson Hoskin, Lily Harrison, Adon Langhorn, Andre Donadio, Ella Burton, Nick Frayne, Bodhi Stone, Raya Ernst, Jade Langford, Aristos Spiropoulos, Nicholas Muecke, Ayo Douson, 1LOVE, Bryce Krahenbuehl, Memory Lab, Kristina Yenka



Category
Integrated Campaign

Client
Adelaide Economic Development Agency

Title
See for yourself

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Abby Moulton, Andy Scott, Althier Alianza, Annika Turon-Semmens, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Patrick Cotter, Alex O'Neil, Scott Illingworth, Ana Coelho



Category
Integrated Campaign

Awarded to
Will Fuller

Client
Construction Industry Training Board (CTB)

Title
Trade Up

Agency
Fuller

Contributors
Will Fuller, Michael Gagliardi, Marcus La Forgia, Joshua Newnes, Kylie Roux, Emily Dawe, Jarrod Knoblauch, Sean Kane, Todd Fischer, Andreas Heikaus, BJ Vigor, Philippa Lawrie, Ketut Gunaksa, Marko Rapaic, Antara Joglekar, Tom Cumming, Fiona Crowe, Mae King, Truce, Elise Trenordan, Nicola Tate, Toby Morris, Mitch Ayers, Scott Illingworth, Jonathan van der Knaap



Category
Integrated Campaign

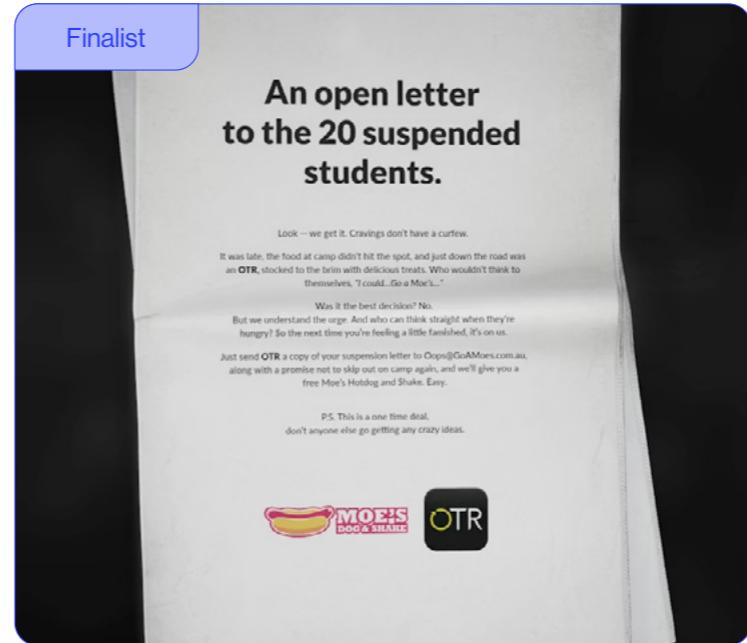
Client
South Australian Police, and Think! Road Safety

Title
Reality Hits Hard

Awarded to
Andrew Millar

Agency
Black Sheep Advertising

Contributors
Andrew Millar, Tom Ootes, Chris Neill, Danilo Watanabe, Franwyn Botha, Carly Staszuk, Rhys McMahon, John McLaren, Erica Ockenden, David Ockenden, Nick Frayne, Emerson Hoskin, Scott Illingworth, Jon Holmes, Richard Lyons, Angela Heesom, Carat Adelaide



Category & Sub-Category
Press,
Newspaper and Magazine

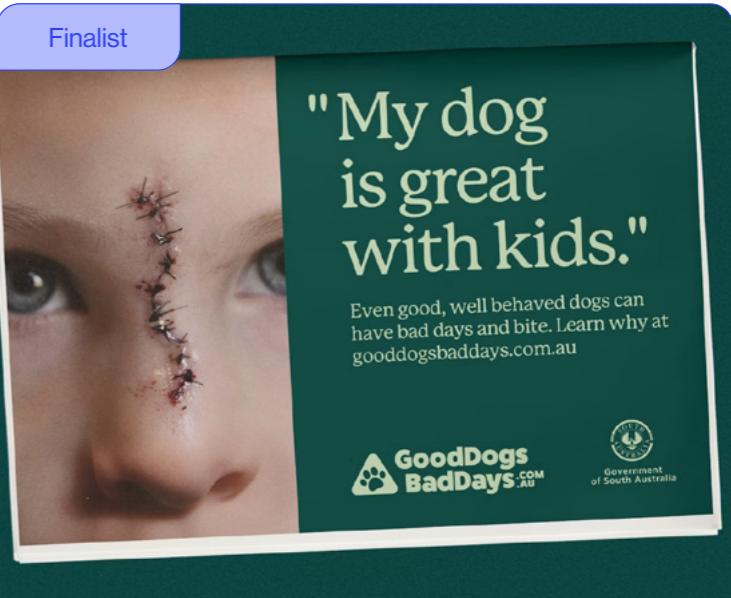
Client
OTR

Title
Suspension Letter

Awarded to
Rory Kennett-Lister

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Sophie Allchurch, Abby Moulton, Matthew Basso, Min Jung, Perri Kapmias, Chris Kim, Annika Turon-Semmens, Julia Palombo, Patrick Cotter, Mehernaz Jila, Jamie Scott



Category & Sub-Category
Press,
Newspaper and Magazine

Client
Dog & Cat Management Board

Title
Good Dogs Bad Days

Awarded to
Chico Zuccato

**"My dog
is great
with kids."**

Even good, well behaved dogs can have bad days and bite. Learn why at gooddogsbaddays.com.au

**GoodDogs
BadDays**.au





Category & Sub-Category
Press,
Newspaper and Magazine

Client
Peter Shearer Menswear

Title
Tailor Swift

Contributors
Andrew Millar, Rhys McMahon, Tom Ootes, Hafsa Quershi, Nathan Seyd, Franwyn Botha, Carly Staszuk

Awarded to
Rhys McMahon

Agency
Black Sheep Advertising

Title
Tailor Swift

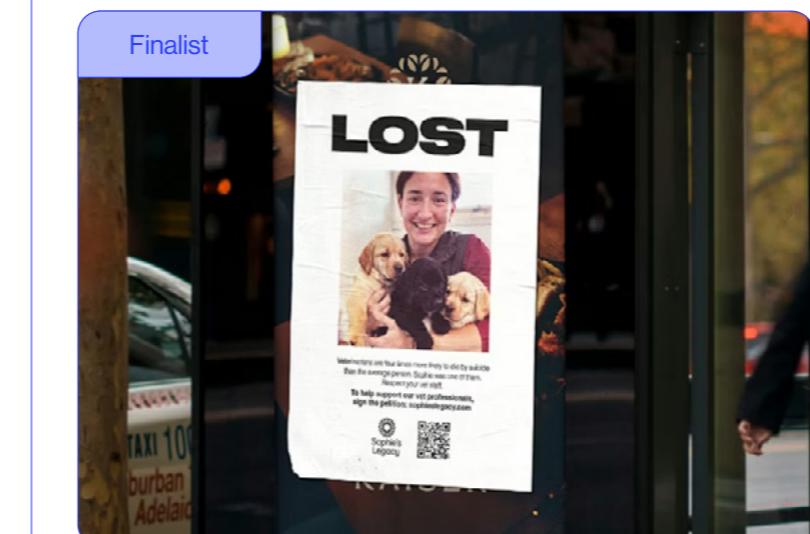


Category & Sub-Category
Outdoor & Poster,
Large Format Outdoor

Client
Vili's Family Bakery

Title
Vili's Sellout

Awarded to
Josh Fanning & Corey Swaffer



Category & Sub-Category
Outdoor & Poster,
Small Format Outdoor

Client
Sophie's Legacy

Title
LOST

Awarded to
Chico Zuccato



Category & Sub-Category
Outdoor & Poster,
Transit & Mobile

Client
Sophie's Legacy

Title
LOST

Awarded to
Chico Zuccato

Category & Sub-Category
Outdoor & Poster,
Indoor

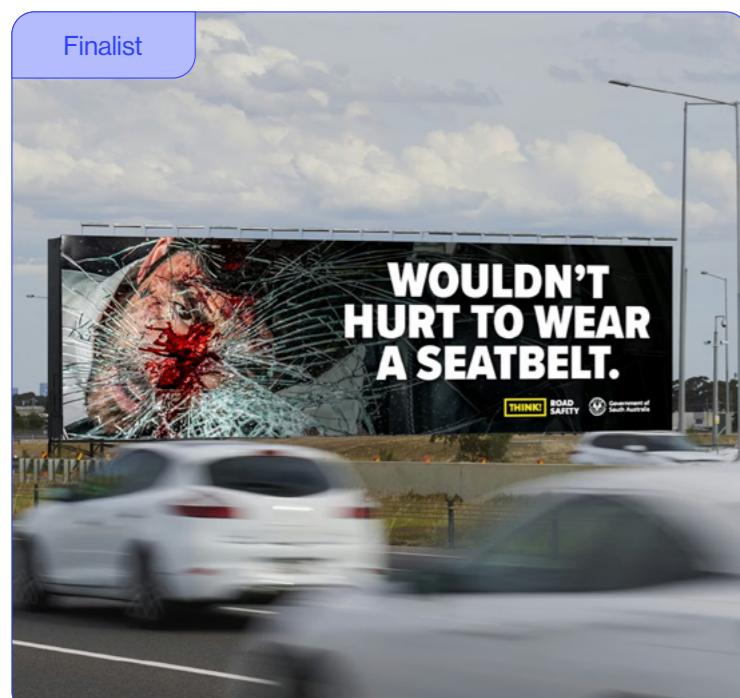
Client
Sophie's Legacy

Title
LOST

Awarded to
Chico Zuccato

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Laura Tregloan, Brooke Loveday, Sophie Allchurch, Claudia VandenBrink, Melissa Roberts, Ana Coelho



Category & Sub-Category
Outdoor & Poster,
Large Format Outdoor

Client
South Australia Police

Title
Wouldn't Hurt To Wear a Seatbelt

Awarded to
Jason Hollamby

Agency
The Sideways Theory

Contributors
Paul Munzberg, Steve McCawley



Category & Sub-Category
Outdoor & Poster,
Large Format Outdoor

Client
SA Health

Title
Umm...emergency



Category & Sub-Category
Outdoor & Poster,
Indoor

Client
BreastScreen SA

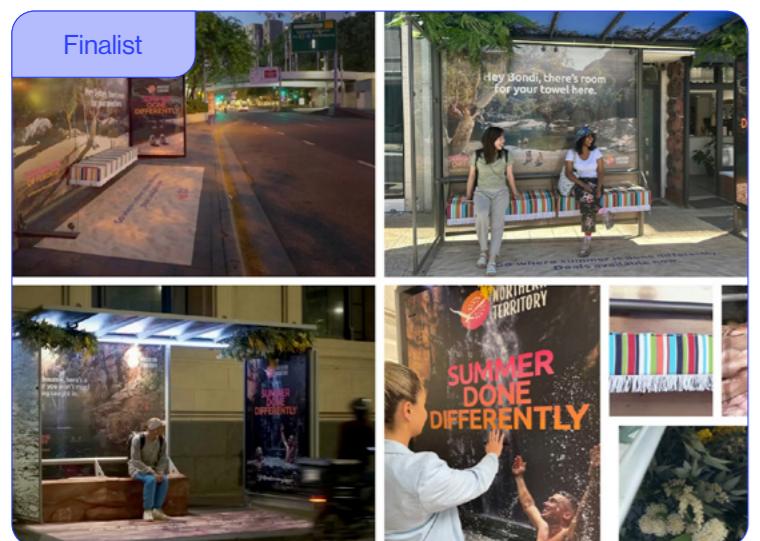
Title
Make time for the girls



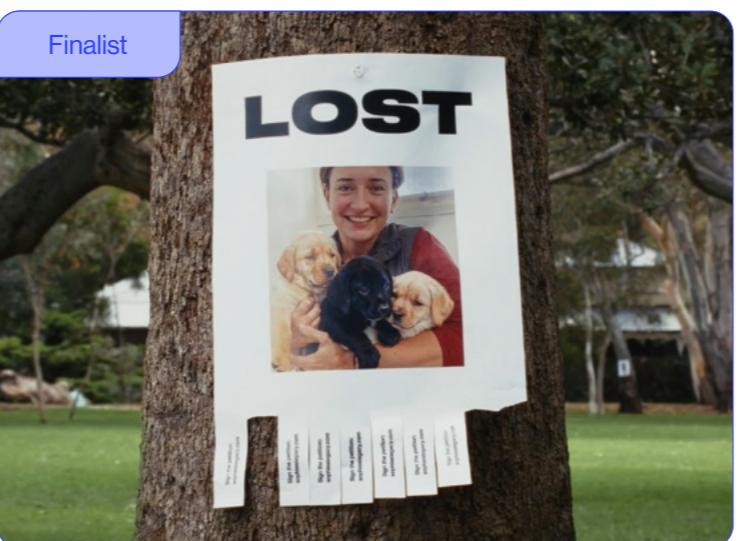
Awarded to
Abby Moulton

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister, Patrick Cotter, Laura Marcus, Meabh McElduff, Laura Tregloan, Sophie Allchurch, Ella Wood, Alex O'Neil, Ana Coelho, Claudia VandenBrink



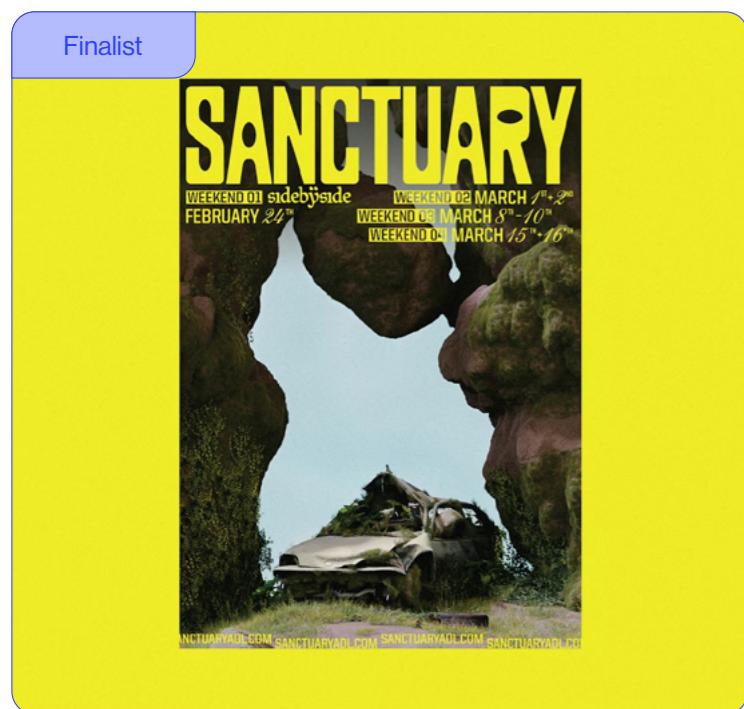
Category & Sub-Category
Outdoor & Poster, Campaign
Client
Tourism Northern Territory
Title
Summer Done Differently



Category & Sub-Category
Promotional & Experiential, Ambient and Guerrilla
Agency
Showpony Adelaide
Contributors
Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Chico Zuccato, Laura Marcus, Althier Alianza, Alex O'Neil, Laura Tregloan, Brooke Loveday, Melissa Roberts, Claudia VandenBrink, Ana Coelho
Title
LOST
Awarded to
Andy Scott



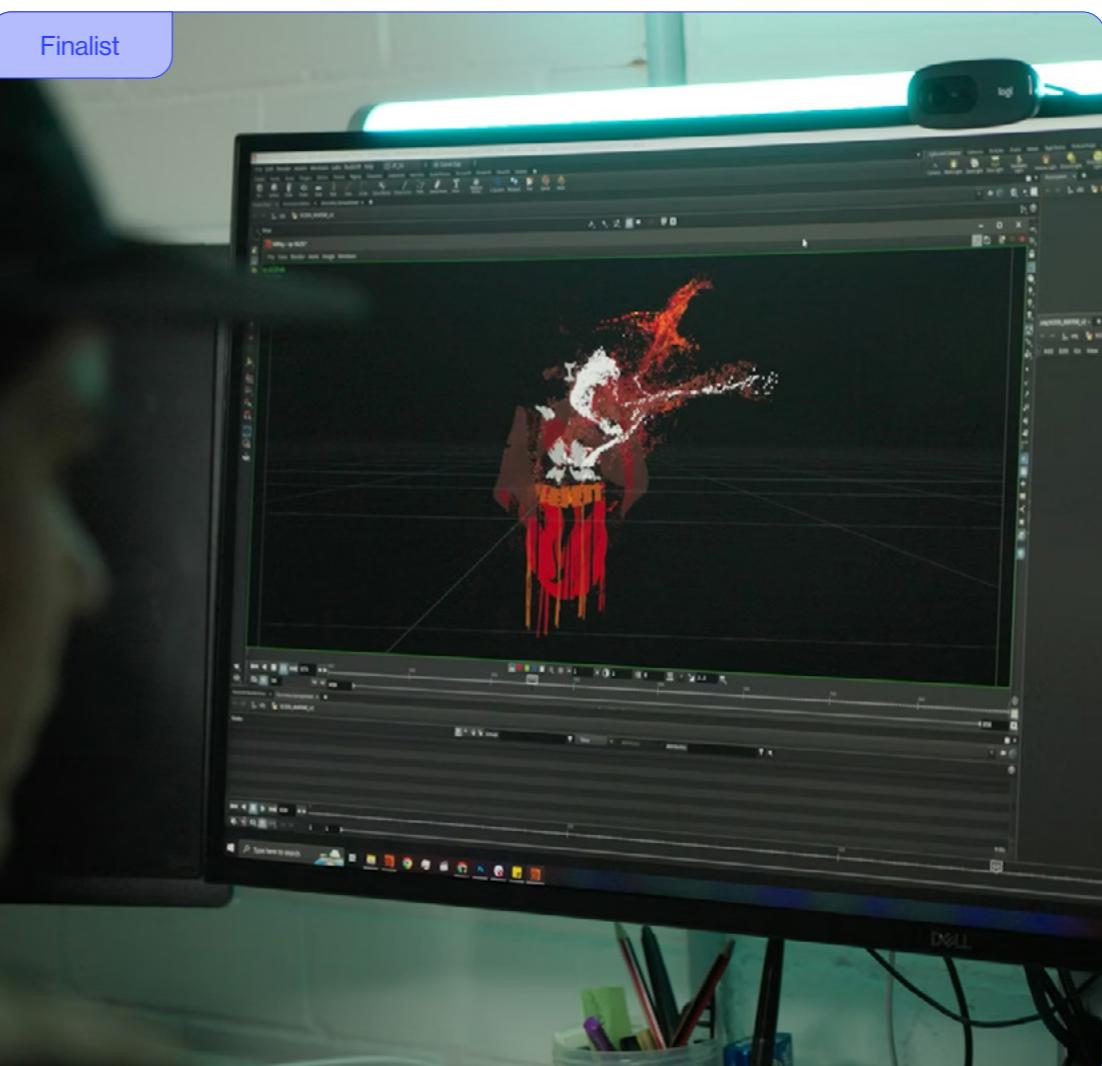
Category & Sub-Category
Promotional & Experiential, Installations
Client
Spotify
Title
Spotify House - SXSW
Awarded to
Sam Clarke & Chad Badman
Agency
KOJO



Category & Sub-Category
Promotional & Experiential, Events
Client
Sanctuary
Title
Sanctuary



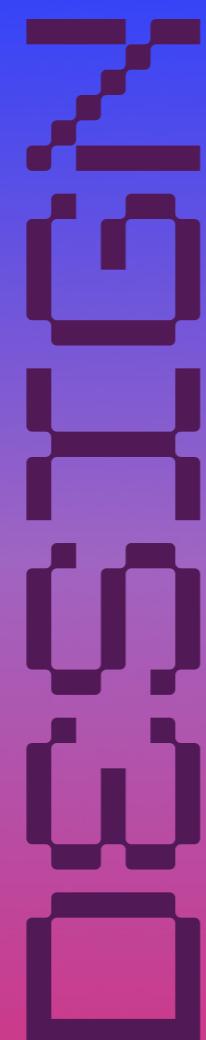
Category & Sub-Category
Promotional & Experiential, Installations
Client
History Trust of South Australia
Title
Power Portraits statewide Stobie exhibition
Awarded to
Super Studio
Agency
Super Studio
Contributors
Jonathan van der Knapp, SA Power Networks, Hari Koutlakis



Category & Sub-Category
Promotional & Experiential, Best Use of Technology
Client
AFL
Title
Gather Round 2023 Mixed Reality
Awarded to
Sam Clarke
Agency
KOJO
Contributors
Vanja Petrov, Jack Prenc, Michael Deer, Sarah Brady, Anthony Cristiano, Kira Wright, Luke Pacconi, Pat Caruso, We Create Print Deliver, Kevin Lorenzi, Kasia Stawski, Kira Wright



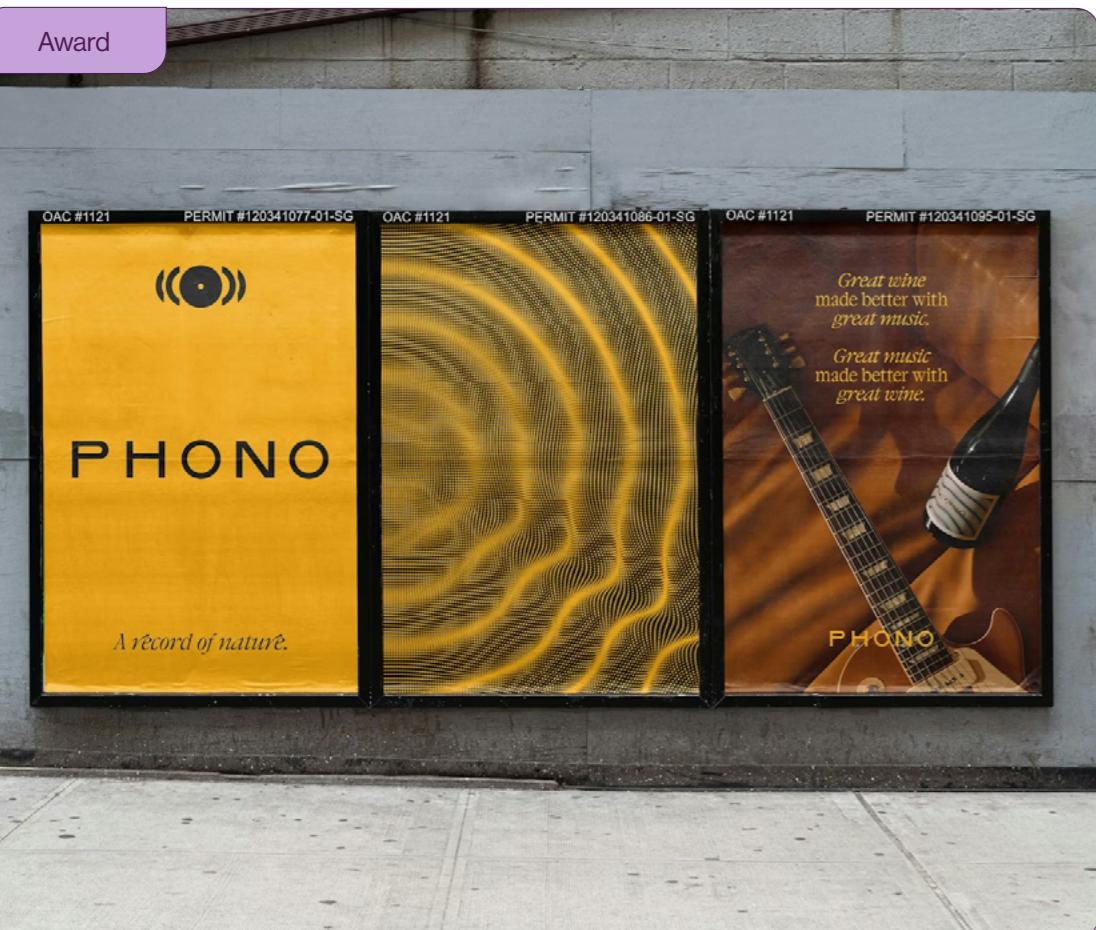
Awards & Finalists



The Forty Seventh Annual
AADC Awards



Award



Category & Sub-Category

Brand Identity,
Small Boutique

Client

Phono

Title

Phono

Awarded to

Shane Keane

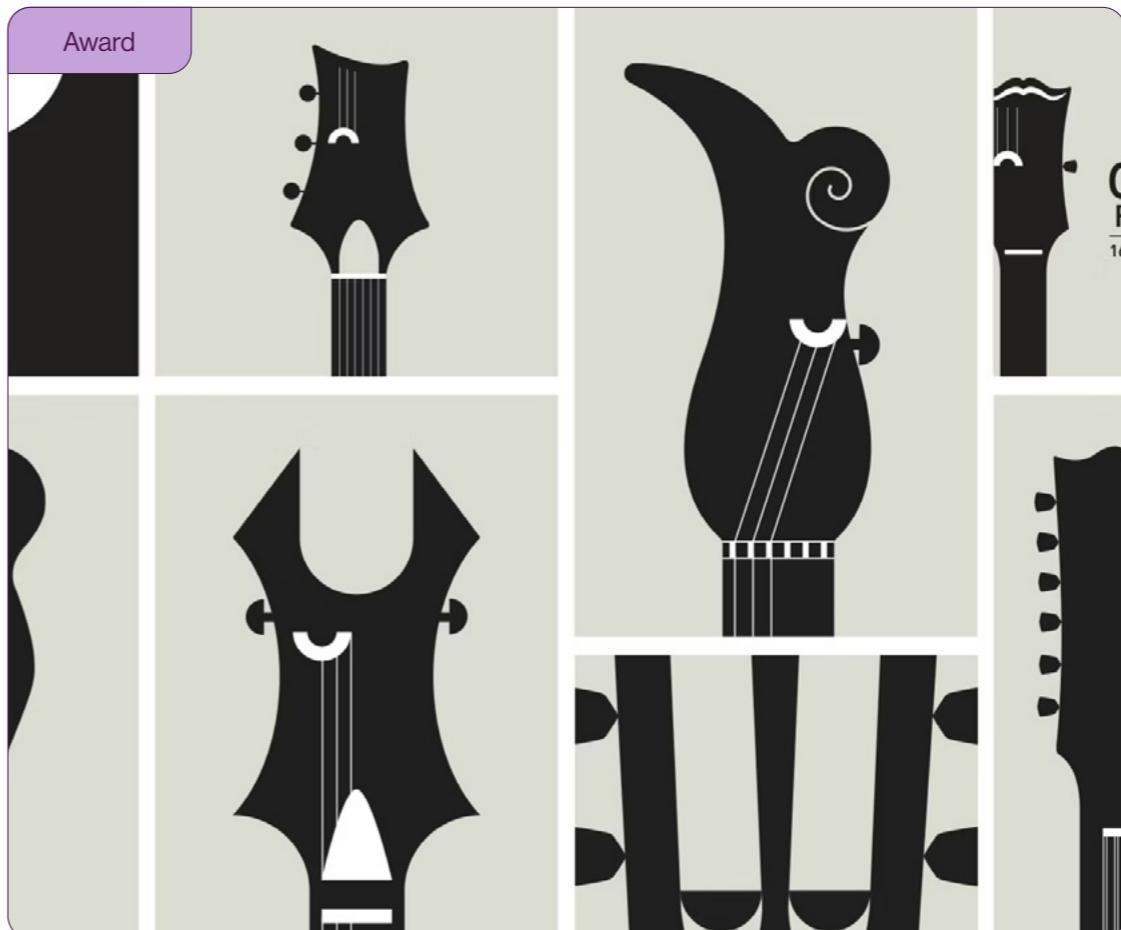
Agency

Studio Landmark

Contributors

Tom Crosby, Jayde Carnegie,
Liam West, Josh Geelen

Award



Category & Sub-Category

Brand Identity,
Character & Mascot Design

Client

Adelaide Festival Centre

Title

Guitarheads

Awarded to

Sarah Cain

Agency

NATION

Contributors

Alice McKenzie, Nick Brz,
Judi Oehme, Greg Kragge

Award

Early Childhood Dental Program

smiling starts



Category & Sub-Category

Brand Identity,
Logo Design

Title
Smiling Starts

Agency
Simple

Contributors

Sam Brown, Michael
Cervelli, Paige Weekley

Client
Early Childhood Dental
Program (WA Health)

Category & Sub-Category

Brand Identity,
Character & Mascot Design

Title
Smiling Starts

Agency
Simple

Contributors
Pat Parisi, Paige Weekley

Client
Early Childhood Dental
Program (WA Health)

Award





Award



Category & Sub-Category

Packaging Design,
Wine, Beer & Spirits

Client

Prohibition Liquor Co

Title

Prohibition Liquor Co Whisky

Awarded to

Adam Carpenter

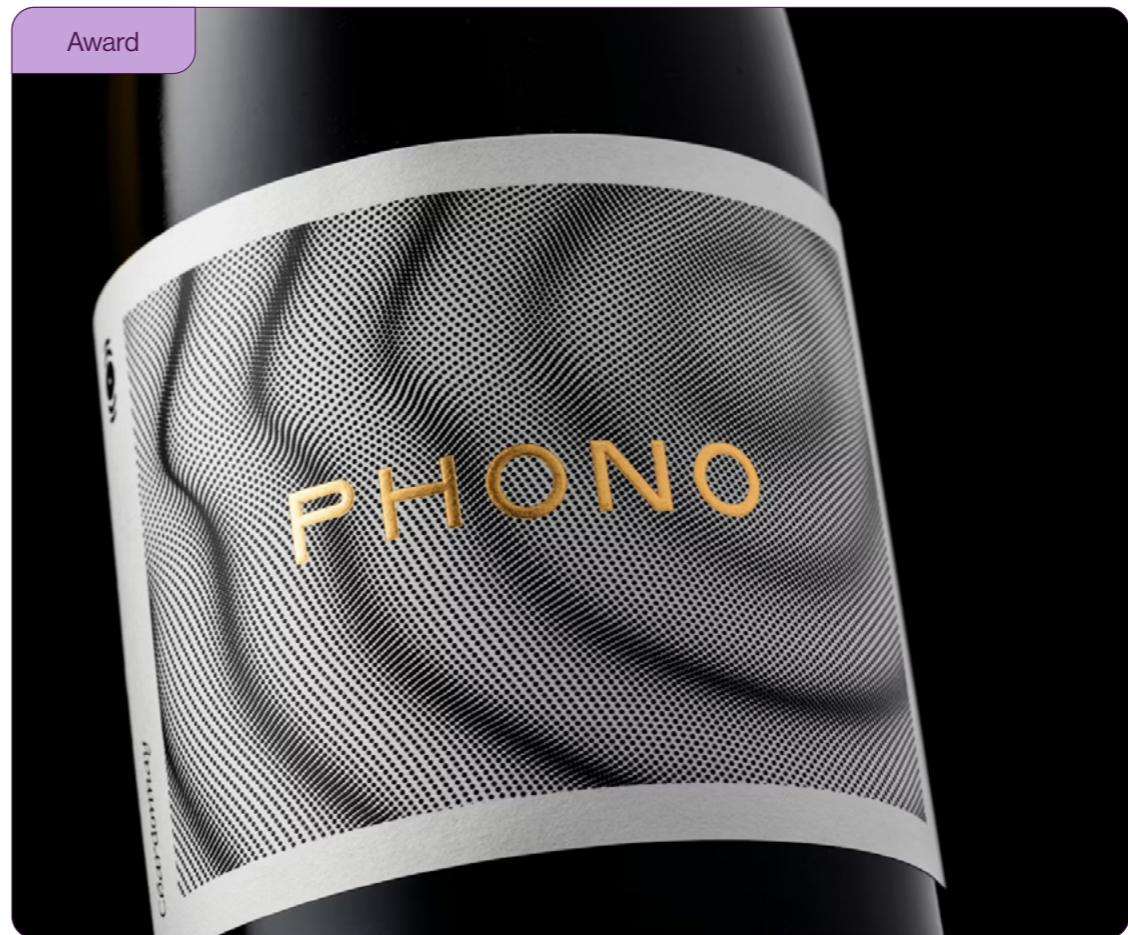
Agency

Toolbox Graphic Design

Contributors

Gary Seaman Slingshot
Studios, Simon Casson

Award



Category & Sub-Category

Packaging Design,
Wine, Beer & Spirits

Client

Phono

Title

Phono: Debut Release

Awarded to

Shane Keane

Agency

Studio Landmark

Contributors

Tom Crosby, Jayde Carnegie

Award



Category & Sub-Category

Packaging Design,
Wine, Beer & Spirits

Client

Silent Noise

Title

Silent Noise Art Series

Awarded to

Abra Remphrey

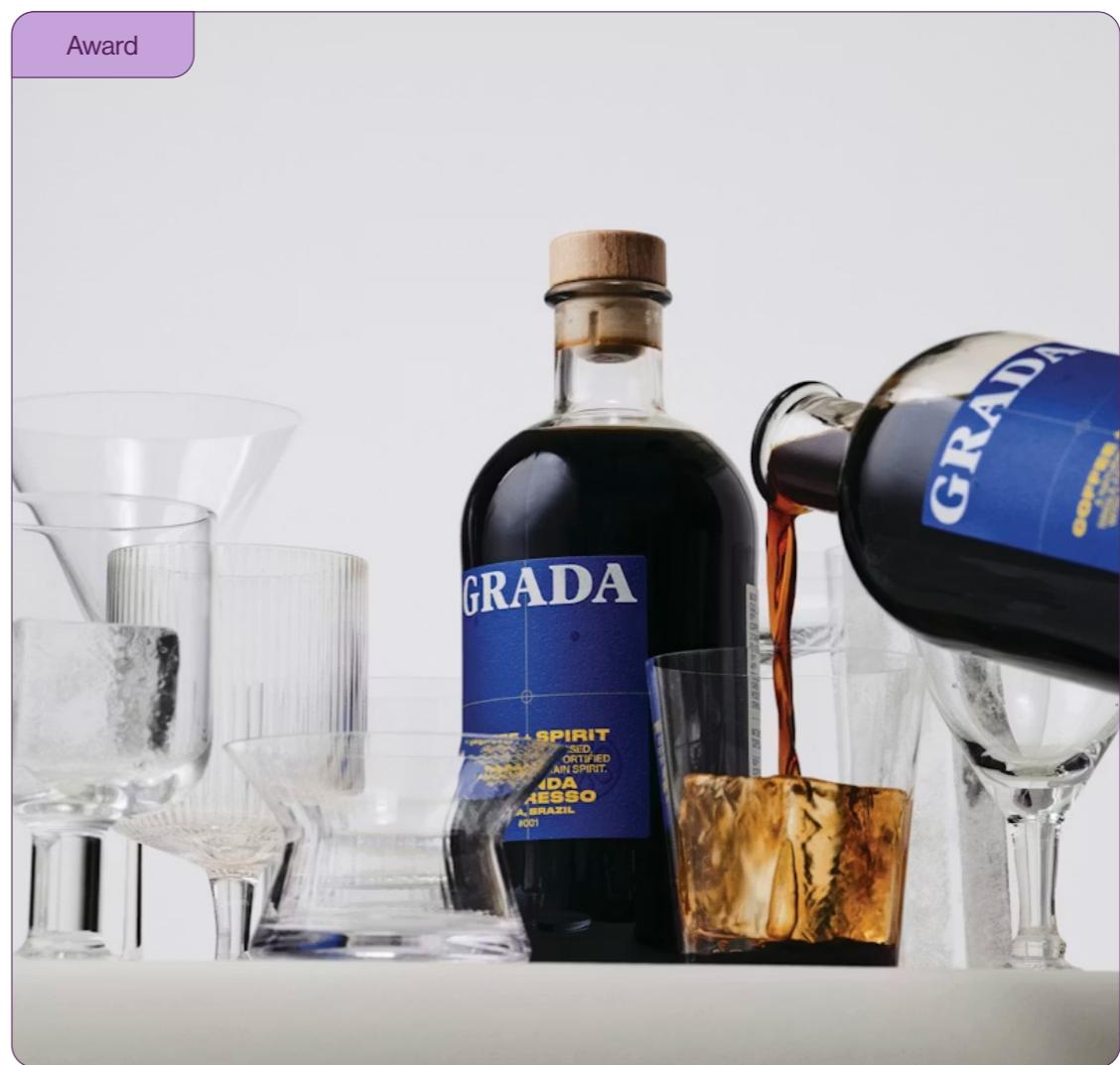
Agency

Detour Design Studio

Contributors

Helen O'Brien (Copy), Signature
Labels, Em Fennell, Cold Ghost,
Leith Kennedy (Illustrators)

Award



Category & Sub-Category

Packaging Design,
Wine, Beer & Spirits

Client

Grada

Title

Grada Coffee + Spirit

Awarded to

Matt Remphrey

Agency

Parallax

Contributors

Amanda Eve (Strategy), Kellie
Campbell-Smith (Creative
Director), Josh Jarvis (Designer)



Award



Category & Sub-Category
Integrated Design,
Campaign

Client
Early Childhood Dental
Program (WA Health)

Title
Smiling Starts

Awarded to
Pat Parisi

Agency
Simple

Contributors
Sam Brown, Paige Weekley,
Elly Glaser, Ryan Stephens,
Renee van der Hoek, Harry
Tomlian, Natasha Ismail

Finalist



Morphettville

Category & Sub-Category
Brand Identity,
Large Corporate

Client
Morphettville

Title
Morphettville

Awarded to
Sean Kane

Agency
Fuller

Contributors
Will Fuller, Marcus La Forgia,
Cassandra Ryan, Andreas Heikaus

Finalist



Category & Sub-Category
Brand Identity,
Small Boutique

Client
City-Bay Fun Run

Title
50 years and running

Awarded to
Super Studio

Agency
Super Studio

Contributors
Todd Osborne (Marketing Director)

Finalist



Finalist



Category & Sub-Category
Brand Identity,
Large Corporate

Client
City of Adelaide

Title
Our Adelaide

Awarded to
Pat Parisi

Agency
Simple

Contributors
Elly Glaser, Michael Cervelli,
Renee van der Hoek, Lana
Maiale, Sam Brown, Harry
Tomlian, Ashlee Summers

Finalist



Category & Sub-Category
Brand Identity, Small Boutique

Client
Annesley Junior School

Title
Annesley Junior School

Awarded to
Chris Cooper

Agency
StudioBand®

Contributors
Natalie Wehrs, Filip Kostovic

Finalist



**Global Arts
& Health Alliance**

Category & Sub-Category
Brand Identity,
Large Corporate

Client
South Australian Sports Institute

Title
South Australian Sports Institute

Awarded to
Laura Marcus

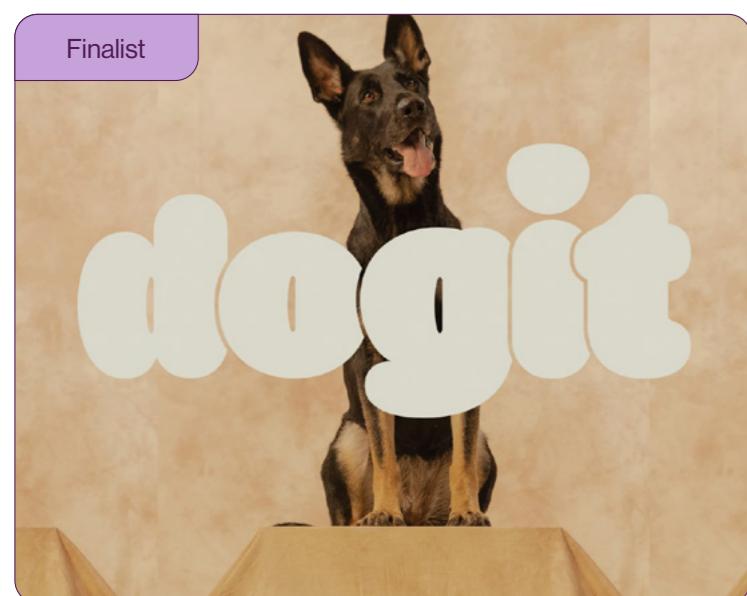
Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister,
Jamie Scott, Chris Kim, Andy Scott,
Laura Prior, Sam Cavallaro, Claire-
Lily Mitten, Lachlan Varricchio,
Dave Court, Claudia VandenBrink

Awarded to
Reuben Gore

Agency
Topbunk

Contributors
Henry Jarman, Kristian Moir,
Daniel Wells-Smith



Category & Sub-Category
Brand Identity,
Small Boutique

Client
Dogit

Title
Dogit

Awarded to
Pat Parisi

Agency
Simple

Contributors
Paige Weekley, Sophia Wehrs,
Sam Brown, Ryan Stephens,
Jake Lutz, Harry Tomlian



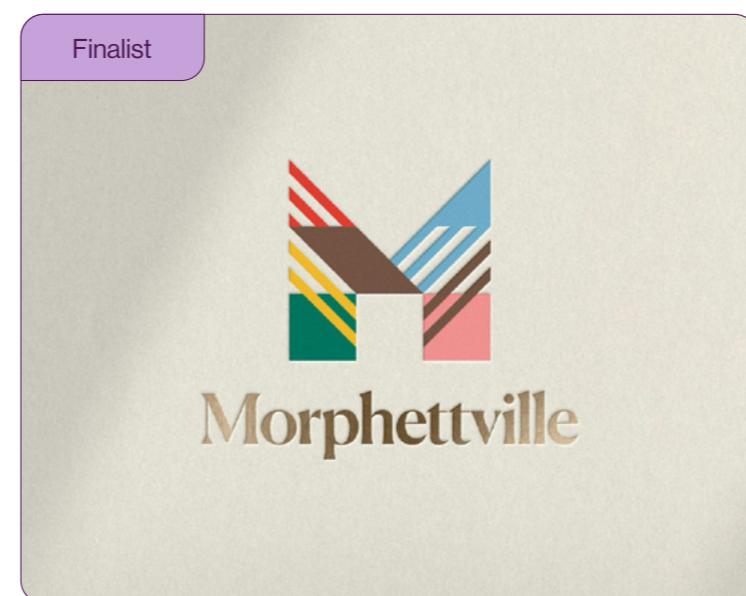
Category & Sub-Category
Brand Identity,
Small Boutique

Client
Tonino

Title
Tonino

Awarded to
Francesca Germanis

Agency
Studio Fran



Category & Sub-Category
Brand Identity,
Logo Design

Client
Morphettville

Title
Morphettville

Awarded to
Sean Kane

Agency
Fuller

Contributors
Will Fuller, Marcus La Forgia,
Cassandra Ryan, Andreas Heikaus



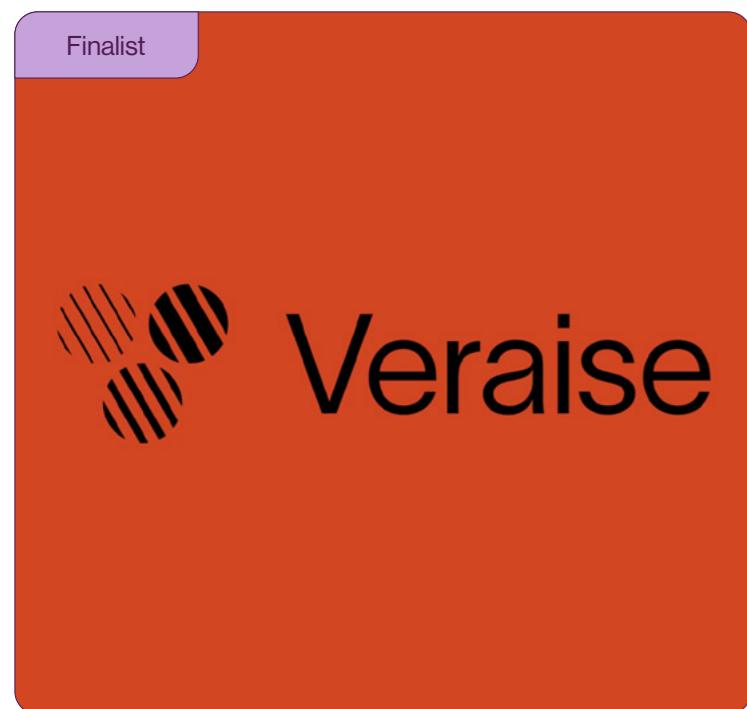
Category & Sub-Category
Brand Identity,
Character & Mascot Design

Client
RAA

Title
Trev

Awarded to
Josh Fanning & Brenton Bleechmore

Contributors
Brenton Bleechmore, Josh Fanning, Sam Talbot, Ben Spry, Cassandra Demasi, Sophie Ross, Joel van der Knaap, Andy Breeding, James Baird, Jodie Palmer, Oliver Whelan, Kellie Grant, Sarah Aboulhosn, Tierney Duffy, Darling, Luke Shanahan, Annalise Menzel, Shelley Farthing-Dawe, Rising Sun Pictures, KOJO, Surahn, Astbury Audio, Jack Turner



Category & Sub-Category
Brand Identity,
Small Boutique

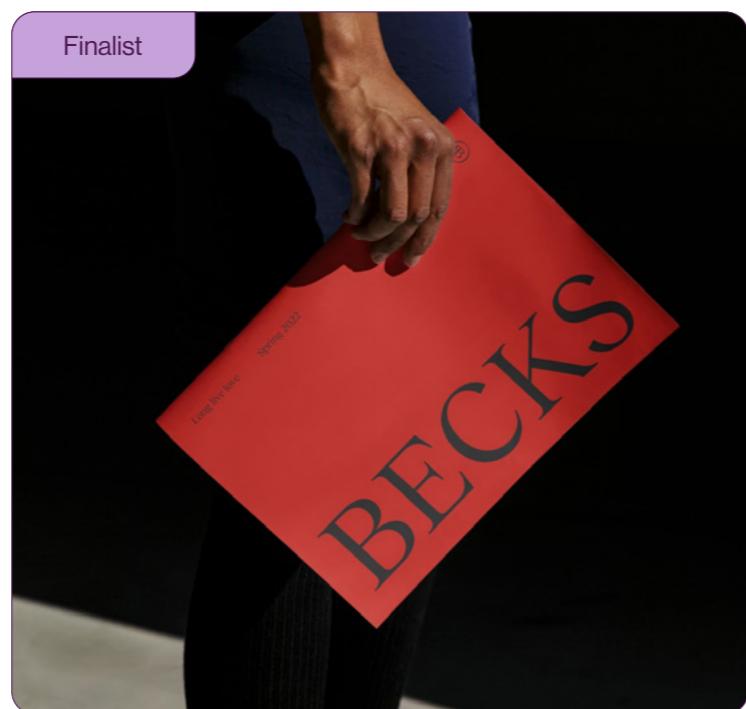
Client
Veraise

Title
Veraise

Awarded to
Tom Crosby

Agency
Studio Landmark

Contributors
Shane Keane, Jayde Carnegie



Category & Sub-Category
Brand Identity,
Small Boutique

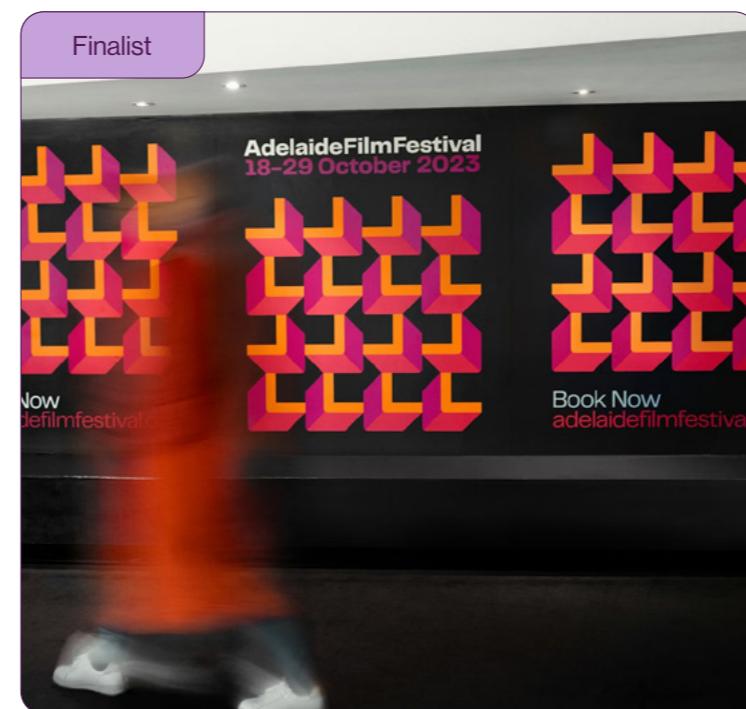
Client
Becks

Title
Becks

Awarded to
Chris Cooper

Agency
StudioBand®

Contributors
Natalie Wehes, Lauren Bezzina, Filip Kostovic



Category & Sub-Category
Identity,
Brand Expression

Client
Adelaide Film Festival

Title
2023 Adelaide Film Festival
Brand Expression

Awarded to
Marco Cicchianni

Agency
Cul-de-sac

Contributors
Chris Bowden, Tessa King



Category & Sub-Category
Identity,
Brand Expression

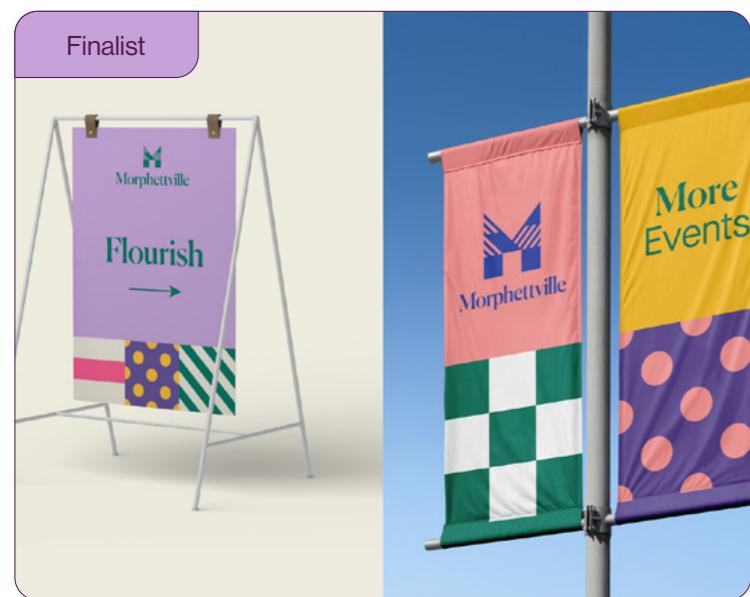
Client
Annesley Junior School

Title
Annesley Junior School

Awarded to
Chris Cooper

Agency
StudioBand®

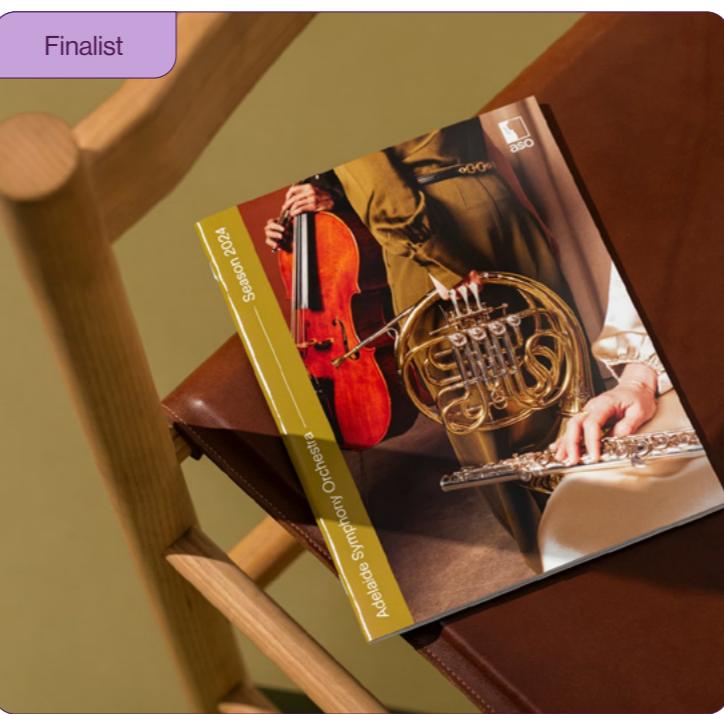
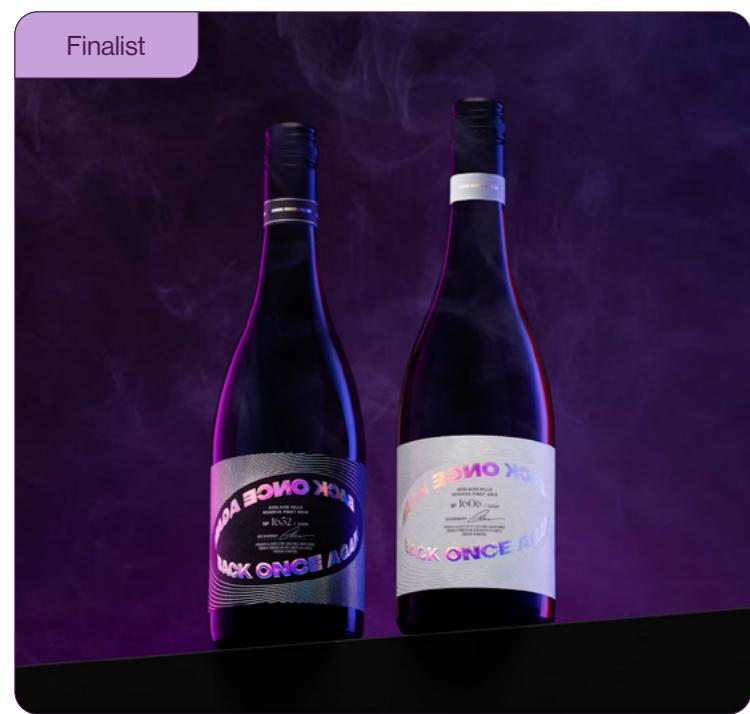
Contributors
Natalie Wehrs, Filip Kostovic



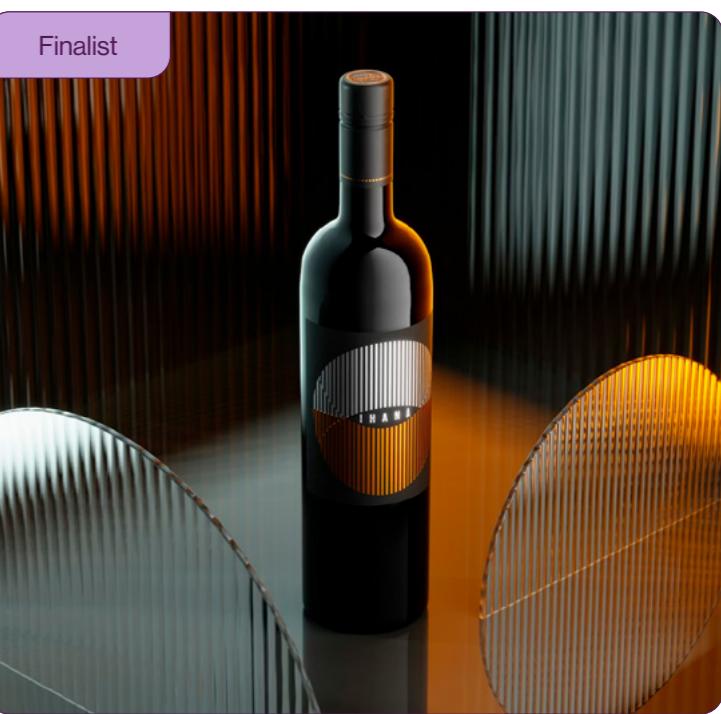
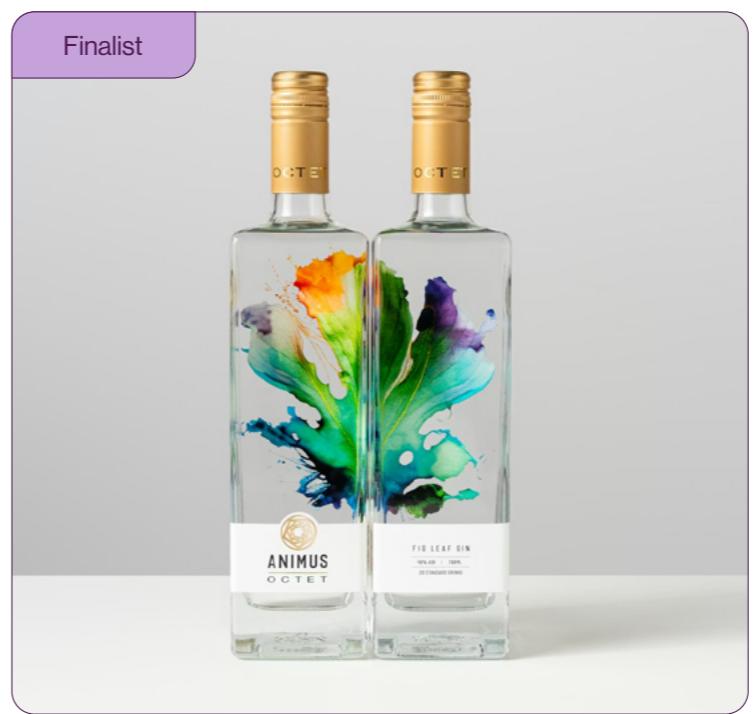
Category & Sub-Category Identity, Brand Expression	Awarded to Sean Kane	Category & Sub-Category Print Design & Marketing, Brochures & Flyers	Awarded to Matt Remphrey
Client Morphettville	Agency Fuller	Client Australia Post	Agency Parallax
Title Morphettville	Contributors Will Fuller, Marcus La Forgia, Sean Kane, Cassandra Ryan, Andreas Heikaus	Title Poppies of Remembrance	



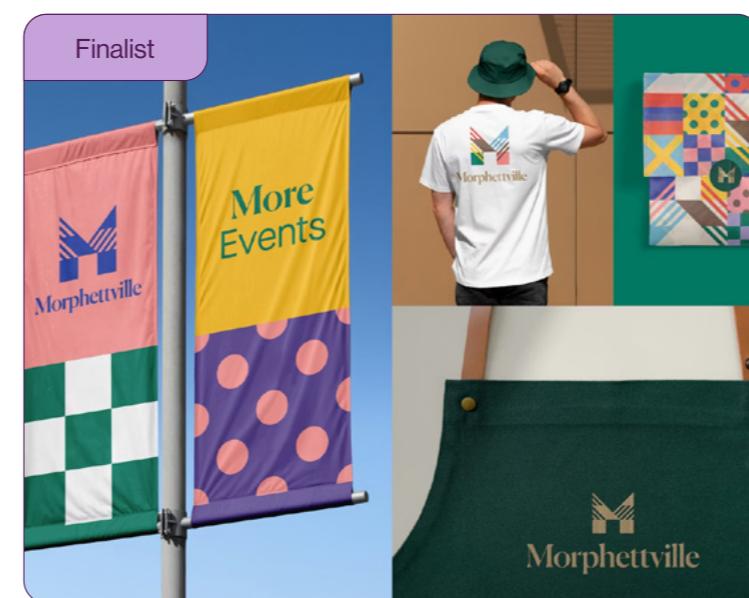
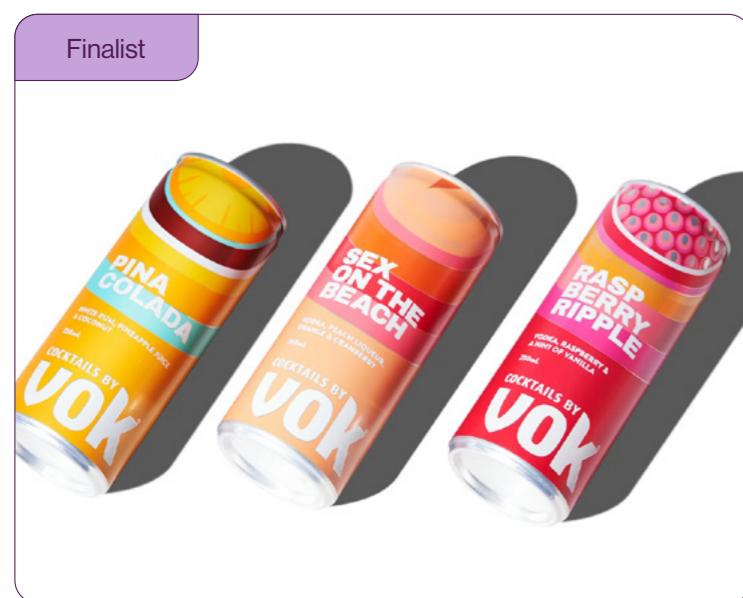
Category & Sub-Category Spatial Design, Exhibitions & Installations	Awarded to Chad Badman	Category & Sub-Category Packaging Design, Wine, Beer & Spirits	Awarded to Adam Carpenter
Client Office for Recreation, Sport and Racing	Agency KOJO	Client Prohibition Liquor Co	Agency Toolbox Graphic Design
Contributors Kate Abraham, Sam Clarke	Title Power of Her	Title Prohibition Mother's Day Gin	Contributors Gary Seaman, Maria Di Zazzo, Meaghan Coles – Photographer



Category & Sub-Category Print Design & Marketing, Programs & Catalogues	Awarded to Byerlee Design	Category & Sub-Category Print Design & Marketing, Programs & Catalogues	Awarded to Tom Crosby
Client Spicers Australia	Agency Byerlee Design	Client Adelaide Symphony Orchestra	Agency Studio Landmark
Title Back Once Again		Title Adelaide Symphony Orchestra 2024	Contributors Shane Keane, Jayde Carnegie, Josh Geelan, Remington Matters



Category & Sub-Category Packaging Design, Wine, Beer & Spirits	Title Animus Octet - Fig Leaf Gin	Category & Sub-Category Packaging Design, Wine, Beer & Spirits	Title IHANA by Valtteri Bottas & Oliver's Taranga
Client Animus Distillery	Awarded to Becq Hinton & Johnny Velis	Client Valtteri Bottas & Oliver's Taranga	Awarded to David Byerlee



Category & Sub-Category
Packaging Design,
Wine, Beer & Spirits

Awarded to
Matt Minear &
Francesca Trimboli

Client
Vok Beverages

Title
Vok Cocktails

Category & Sub-Category
Integrated Design,
Campaign

Awarded to
Marco Cicchiani

Client
Adelaide Film Festival

Title
2023 Adelaide Film Festival
Integrated Design

Agency
Cul-de-sac

Contributors
Chris Bowden, Tessa King

Category & Sub-Category
Integrated Design,
Campaign

Awarded to
Sean Kane

Client
Morphettville

Title
Morphettville

Agency
Fuller

Contributors
Will Fuller, Marcus La Forgia,
Sean Kane, Cassandra
Ryan, Andreas Heikaus

Category & Sub-Category
Integrated Design, Campaign

Agency
Super Studio

Client
History Trust of South Australia

Title
Power Portraits Project

Awarded to
Super Studio

Contributors
Photographer, Jonathan van der
Knapp, Supporting videography,
Channel 44, Website development,
Tom Longo, Production
Assistant, Lauren Brice



Category & Sub-Category
Integrated Design,
Campaign

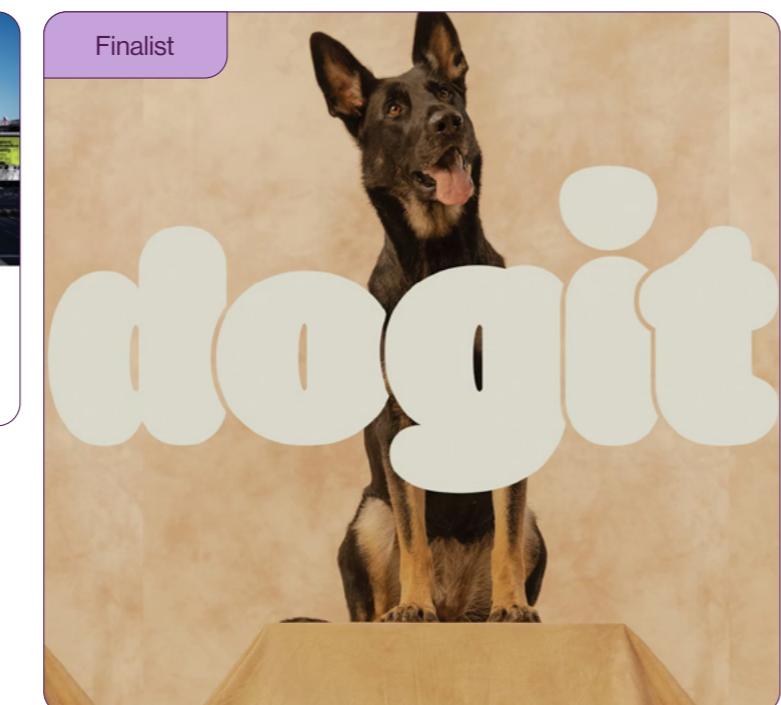
Awarded to
Pat Parisi

Client
City of Adelaide

Title
Our Adelaide

Agency
Simple

Contributors
Michael Cervelli, Elly Glaser, Lana
Maiale, Ryan Stephens, Renee
van der Hoek, Sam Brown



Category & Sub-Category
Integrated Design,
Campaign

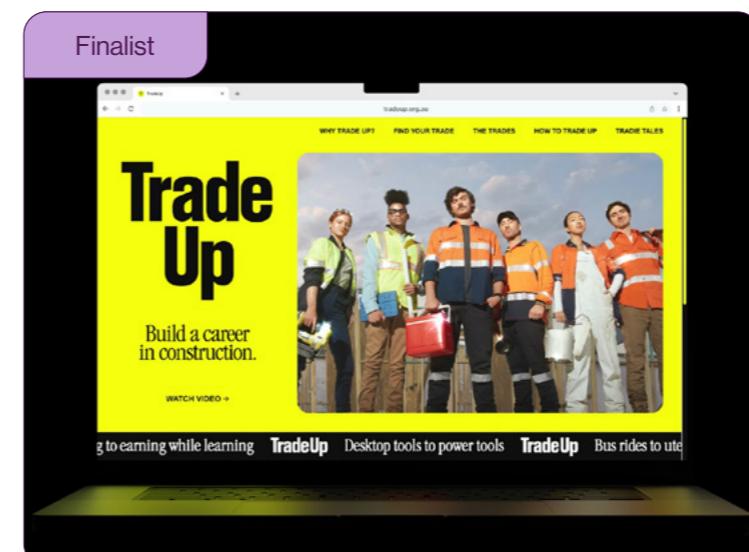
Awarded to
Pat Parisi

Client
Dogit

Title
Dogit

Agency
Simple

Contributors
Paige Weekley, Sophia Wehrs, Dave
Ormston, Harry Tomlian, Jake Lutz,
Ryan Stephens, Danielle Ng, Sam
Brown, Rory Pippin, Matt Schirripa



Category & Sub-Category
Digital Design,
Websites

Agency
Fuller

Client
Construction Industry
Training Board (CITB)

Title
Trade Up

Awarded to
Philippa Lawrie

Contributors
Will Fuller, Michael Gagliardi,
Marcus La Forgia, Joshua Newnes,
Kylie Roux, Emily Dawe, Jarrod
Knoblauch, Sean Kane, Todd
Fischer, Andreas Heikaus, BJ Vigar,
Philippa Lawrie, Ketut Gunaksa,
Marko Rapaic, Antara Joglekar,
Tom Cumming, Fiona Crowe, Mae
King, Truce, Elise Trenordan, Nicola
Tate, Toby Morris, Scott Illingworth,
Seeing Sounds, Jonathan van
der Knaap, Mitch Ayers.



Category & Sub-Category
Digital Design,
Websites

Awarded to
Pat Parisi

Client
youballin

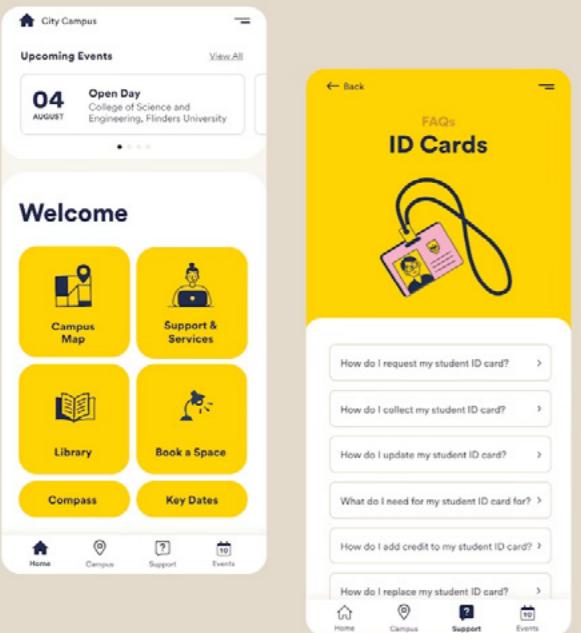
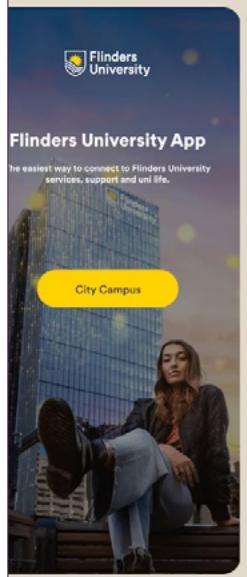
Title
youballin

Agency
Simple

Contributors
Paige Weekley, Harry Tomlian



Finalist



Category & Sub-Category

Digital Design,
Apps

Client

Flinders University

Title

Flinders University App

Awarded to

Dea Krvavac Heslop

Agency

Nucleus

Contributors

Zaw Aung, Joana Passarelli,
Leah Wuttke, Chris Kellett,
Gavin Benda, Bianca Mesica



►SCOTT@SEEINGSOUNDS.COM.AU

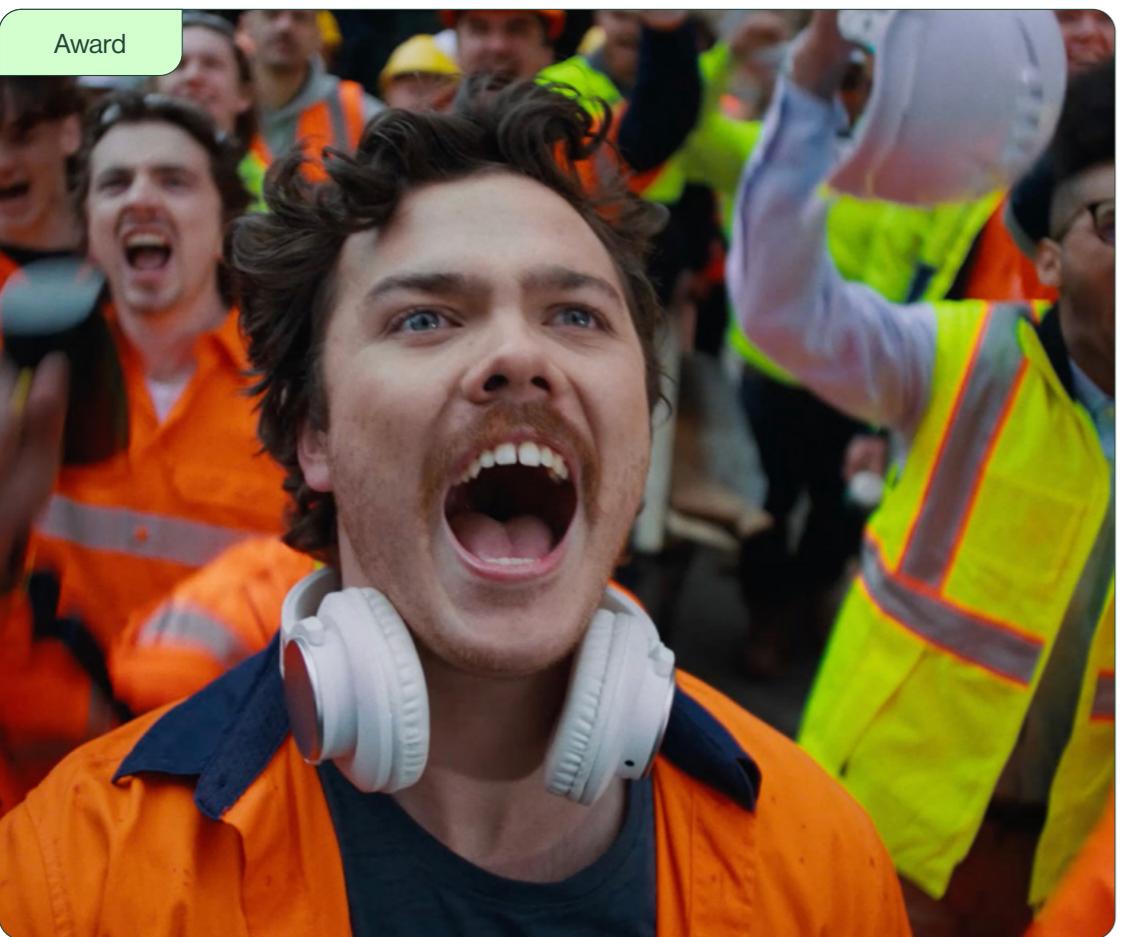
Awards & Finalists

The Forty Seventh Annual
AADC Awards





Award



Category & Sub-Category
Audio Production,
Original Music

Client
CITB

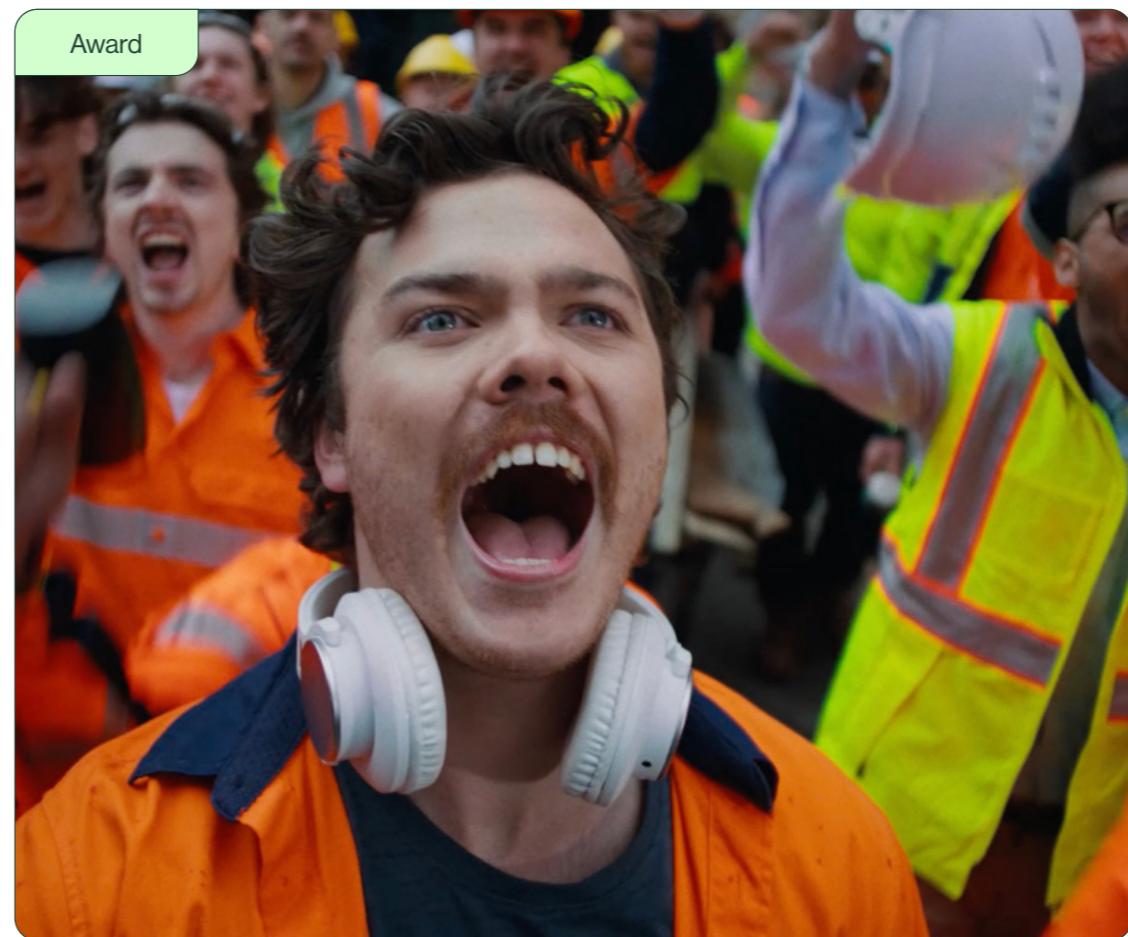
Title
Trade Up

Awarded to
Scott Illingworth

Agency
Seeingsounds

Contributors
Fuller, Michael Gagliardi, Joshua Newnes, Emily Dawe, Mae King & Truce, Nicola Tate, Kylie Roux

Award



Category & Sub-Category
Audio Production,
Television, Cinema & Digital Video Production

Client
CITB

Title
Trade Up

Awarded to
Scott Illingworth

Agency
Seeingsounds

Contributors
Fuller, Michael Gagliardi, Joshua Newnes, Emily Dawe, Mae King & Truce, Nicola Tate, Kylie Roux

Award

Early Childhood Dental Program



Category & Sub-Category
Illustration,
Static

Client
Early Childhood Dental
Program (WA Health)

Title
Smiling Starts

Agency
Simple

Contributors
Paige Weekley, Pat Parisi

Award



Category & Sub-Category
Copywriting,
Brand Tone of Voice

Client
Credit Union SA

Title
Do It Your Way

Awarded to
Jason Hollamby

Agency
The Sideways Theory

Contributors
Miles Rowland, Stephen Deeble, Scott Illingworth



Award



Category & Sub-Category
Film & Video,
Direction

Title
Reality Hits Hard - Drug Driving

Agency
Proetic

Awarded to
David Ockenden

Contributors
Erica Ockenden, Andrew
Millar, Jane Keen, Tom Ootes,
Nick Frayne, John Holmes.

Client
SAPOL

Award



Category & Sub-Category
Film & Video,
Cinematography

Title
Merci Beaucoup

Agency
Maxx Corkindale

Client
JJ

Awarded to
Maxx Corkindale

Contributors
Director: Michael Williamson
Choreography and Dance
Performer: Abbey Harby

Award



Category & Sub-Category
Film & Video,
Direction

Title
Stop Flirting With Death

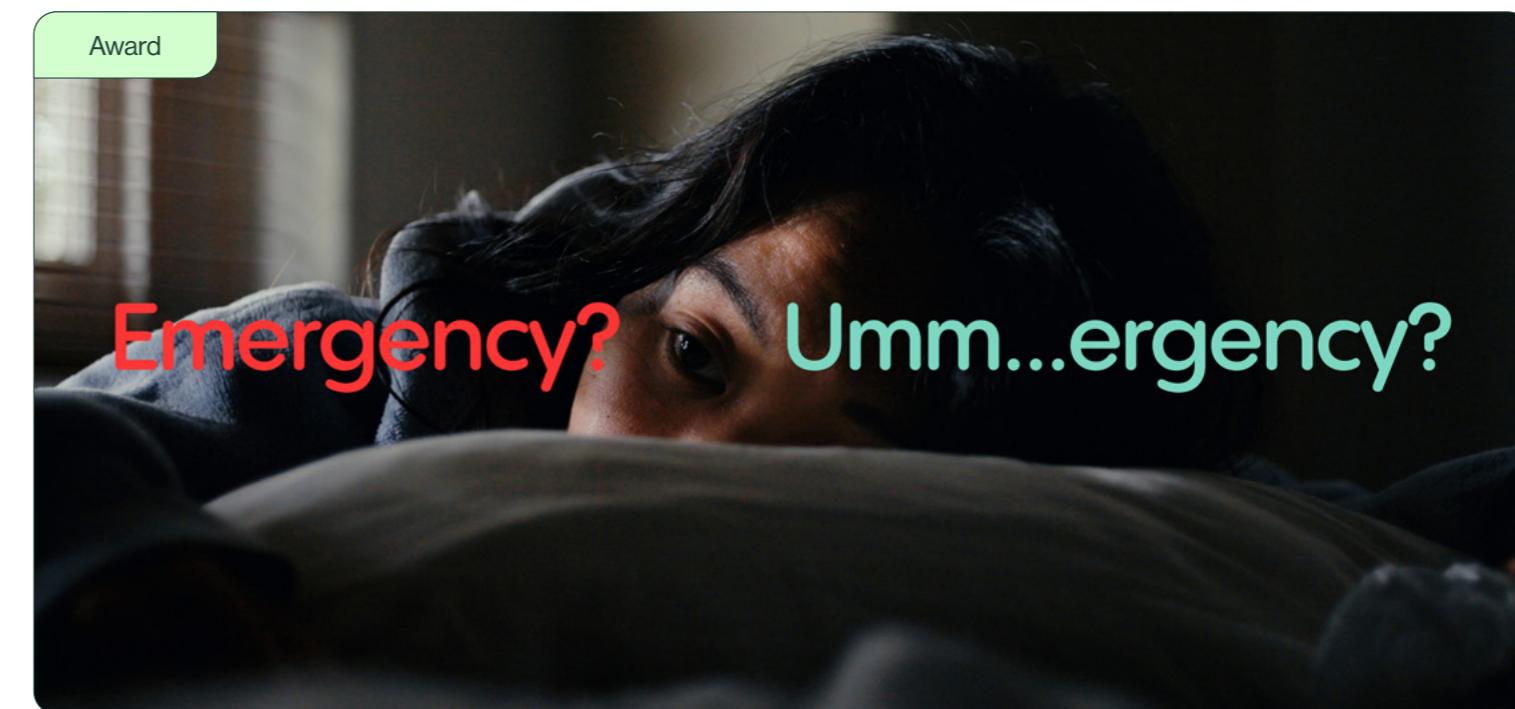
Agency
Proetic

Awarded to
David Ockenden

Contributors
Erica Ockenden, Kat Korczak, Nick
Brz, Greg Knagge, Judi Oehme,
Rachael Gates, Greg Faull, Michael
Tessari, Michael Houlihan, Justin
Astbury, Justin Pounsett, Angela
Heesom, Richard Blackwell, Elke
Brinrup Krueger

Client
SAPOL

Award



Category & Sub-Category
Film & Video,
Direction

Title
Umm...ergency

Agency
Simple

Client
SA Health

Awarded to
Matt Schirripa

Contributors
Rory Pippan (Co-Director)



Award

“BitterSweet”

Saving The World’s *Rarest** Honey

Category & Sub-Category
Film & Video,
Cinematography

Client
Kangaroo Island Tourism
Alliance (KITA)

Title
Bitter Sweet

Agency
Fuller

Contributors

Will Fuller, Marcus La Forgia, Jamie
Shawyer, Joshua Newnes, Emily
Dawe, Jarrod Knoblauch, Sean
Kane, Andreas Heikaus, Justin Van
Zyl, Fiona Crowe, Megan Harvie

Award

“BitterSweet”

Saving The World’s *Rarest** Honey

Category & Sub-Category
Film & Video,
Editing

Client
Kangaroo Island Tourism
Alliance (KITA)

Title
Bitter Sweet

Agency
Fuller

Contributors

Will Fuller, Marcus La Forgia, Jamie
Shawyer, Joshua Newnes, Emily
Dawe, Jarrod Knoblauch, Sean
Kane, Andreas Heikaus, Justin Van
Zyl, Fiona Crowe, Megan Harvie

Award



Category & Sub-Category
Film & Video,
Editing

Client
SAPOL

Title
Seatbelts (Metro)

Agency
Visualizm

Contributors

Scott Illingworth, Jason Hollamby,
Maxx Corkindale, Bonet Leate,
Richard Blackwell

Award



Category & Sub-Category
Film & Video,
Post-Production

Client
RAA

Title
Better to be a Member - Campaign

Agency
KOJO Studios

Contributors

Annalise Menzel, Luke
Shanahan, Georgia Lippe



Award



Category & Sub-Category
Film & Video,
Casting for Advertising

Title
Trevor, the Bee.

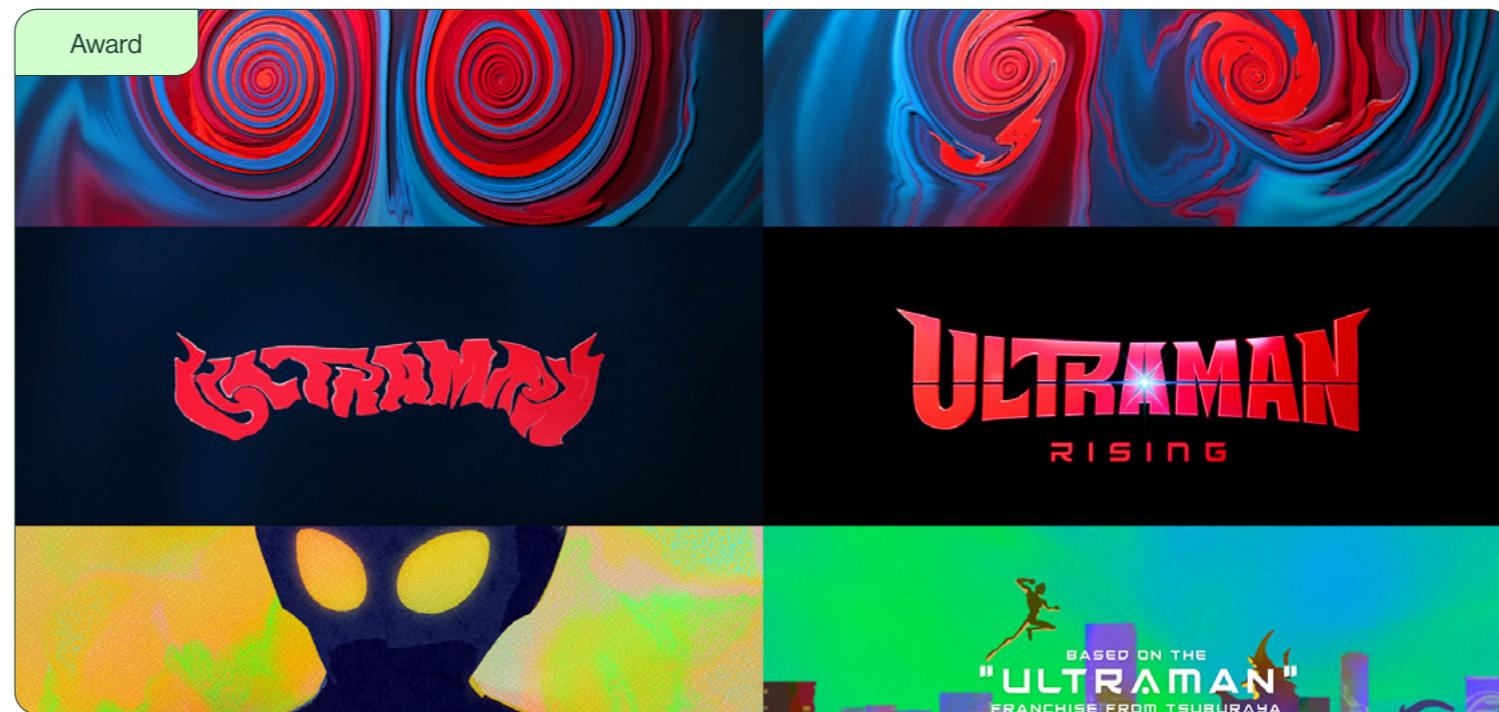
Agency
Heesom Casting

Client
RAA

Awarded to
Angela Heesom

Contributors
KWPX, Josh Fanning, Sam
Talbot, Ben Spry, Luke
Shanahan, Annalise Menzel

Award



Category & Sub-Category
Film & Video,
Film Design & Motion Graphics

Client
Netflix Animation

Title
Ultraman Rising Titles
& Main On Ends

Awarded to
Sam Clarke

Agency
KOJO

Contributors
Jack Prenc, Valentine Gunadharma,
Anthony Christiano

Award



Category & Sub-Category
Film & Video,
Casting for Advertising

Title
Reality Hits Hard.

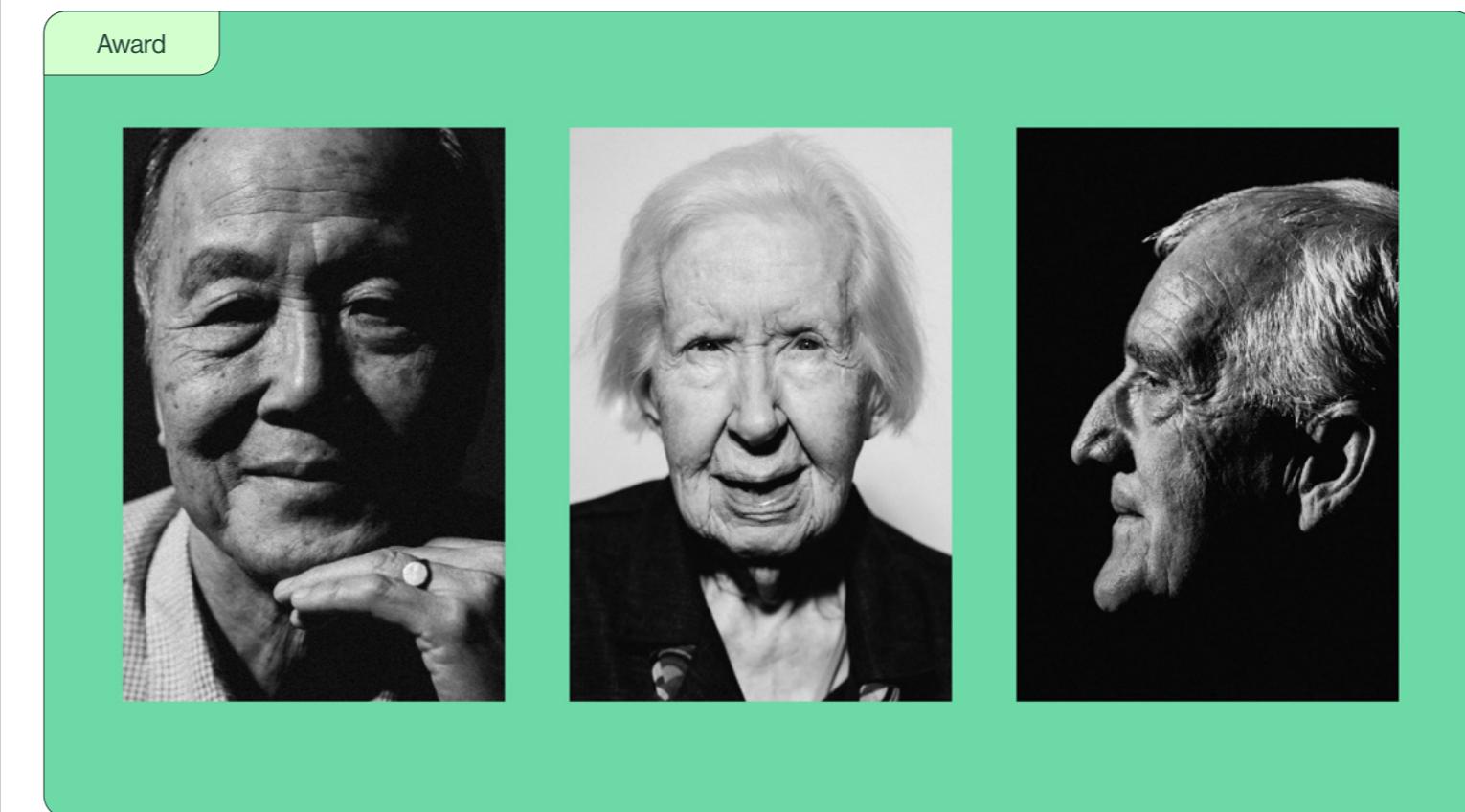
Agency
Heesom Casting

Client
SAPOL

Awarded to
Angela Heesom

Contributors
Black Sheep Advertising, Andrew
Millar, Jane Keen, Tom Ootes, David
Ockenden, Erica Ockenden

Award



Category & Sub-Category
Photography,
Series or Campaign

Client
History Trust of South Australia

Title
Power Portraits Project

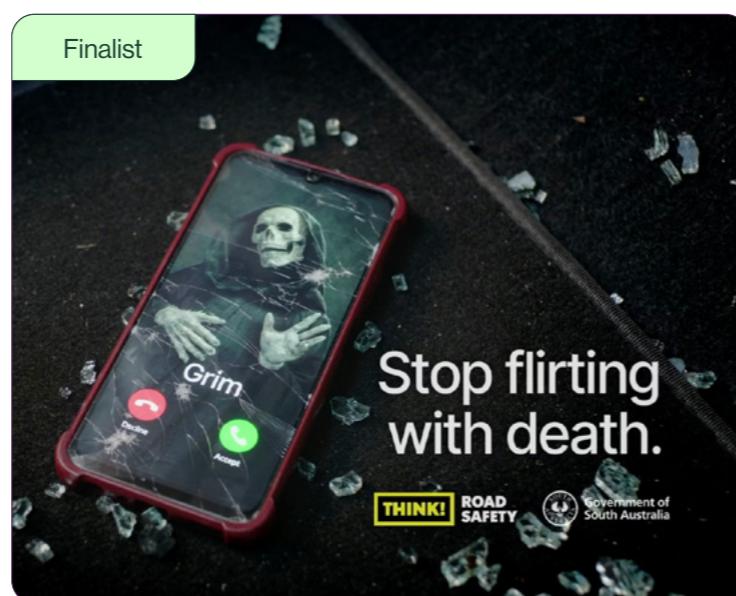
Awarded to
Jonathan van der Knapp

Agency
Jonathan van der Knapp

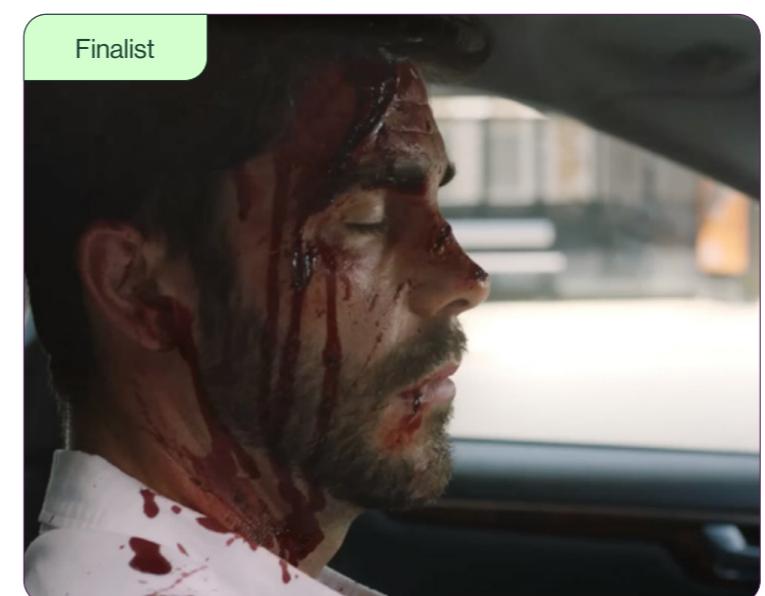
Contributors
Super Studio, Channel
44, Lauren Brice



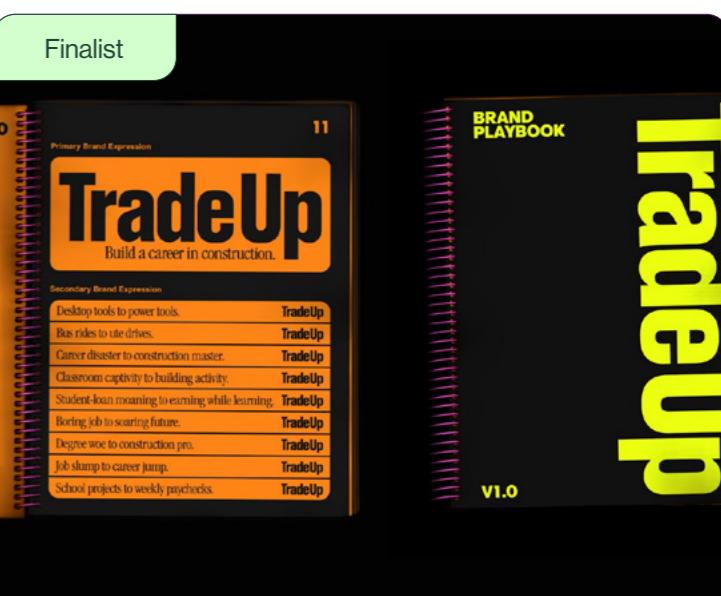
Category & Sub-Category	Awarded to
Illustration, Static	Sam Brown
Client City of Adelaide	Agency Simple
Title Our Adelaide	Contributors Pat Parisi, Renee van der Hoek



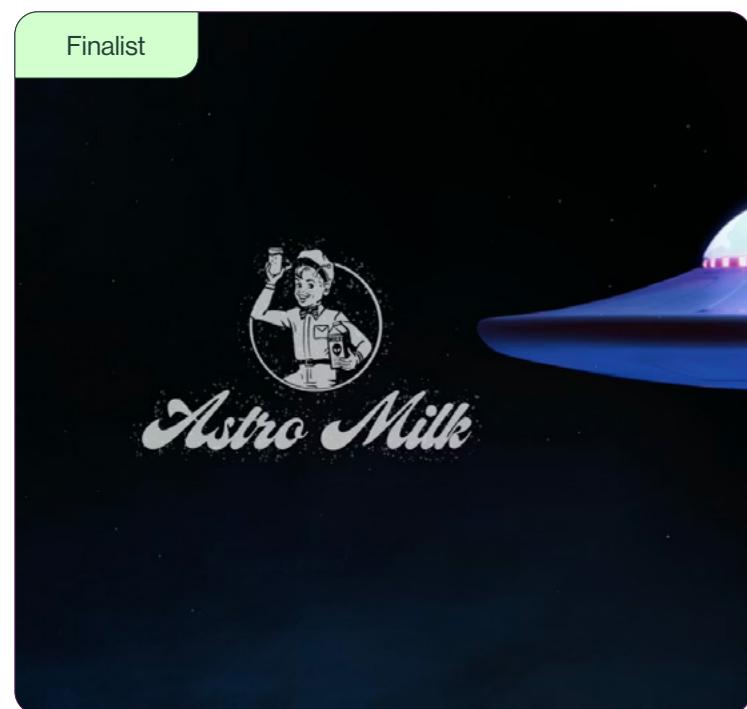
Category & Sub-Category	Awarded to
Audio Production, Radio Production	Justin Astbury
Client SAPOL	Agency Astbury Audio
Title Grim	Contributors NATION - Katheryn Korczak, Nick Brz, Judi Oehme, Greg Kragge



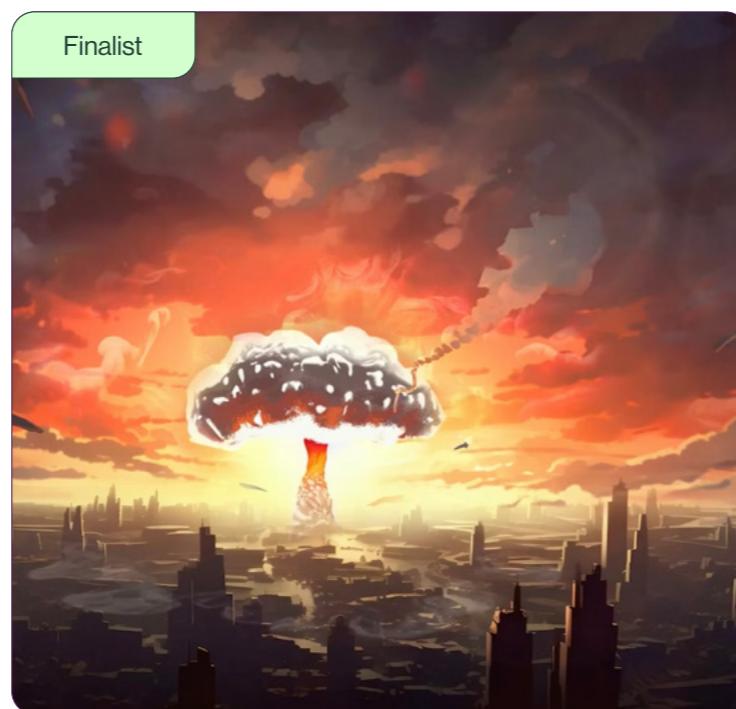
Category & Sub-Category	Awarded to
Audio Production, Sound Design	Scott Illingworth
Client SAPOL	Agency seeingsounds
Title Wouldn't Hurt	Contributors The Sideways Theory, John Bartlett, Jason Hollamby, Visualizm, Stephen Deeble



Category & Sub-Category	Awarded to
Copywriting, Brand Tone of Voice	Joshua Newnes
Client Construction Industry Training Board (CITB)	Agency Fuller
Title Trade Up	Contributors Will Fuller, Michael Gagliardi, Marcus La Forgia, Kylie Roux, Emily Dawe, Jarrod Knoblauch + 17 Others



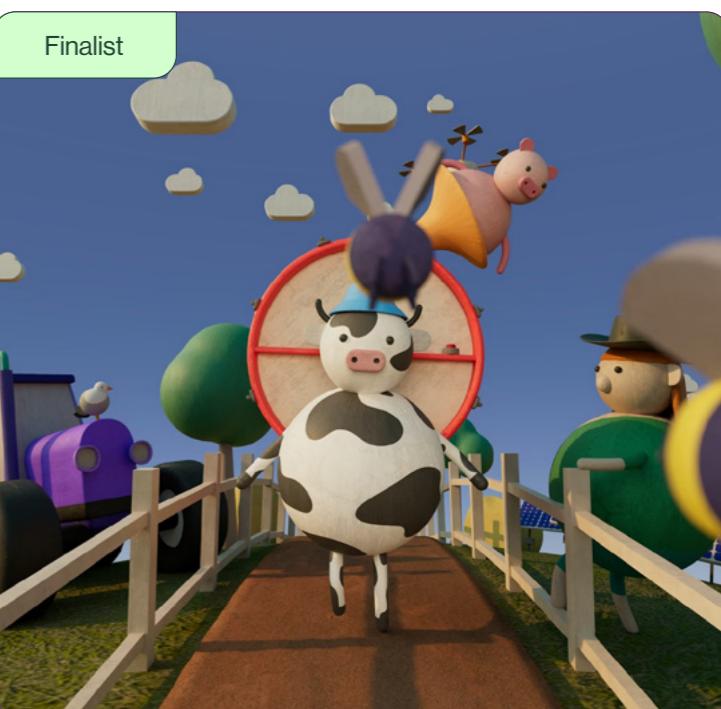
Category & Sub-Category	Awarded to
Audio Production, Television, Cinema & Digital Video Production	Justin Pounsett
Agency The Audio Embassy	Contributors Frame Creative
Client Pleasing	
Title Astro Milk	



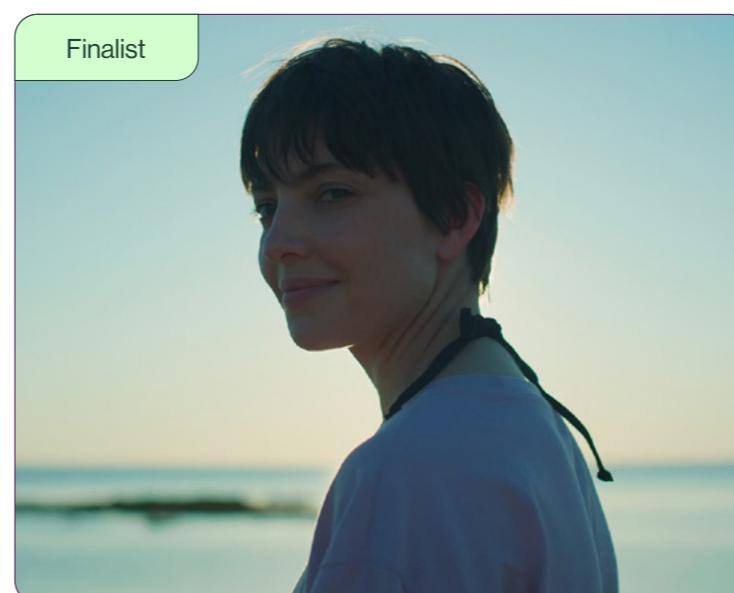
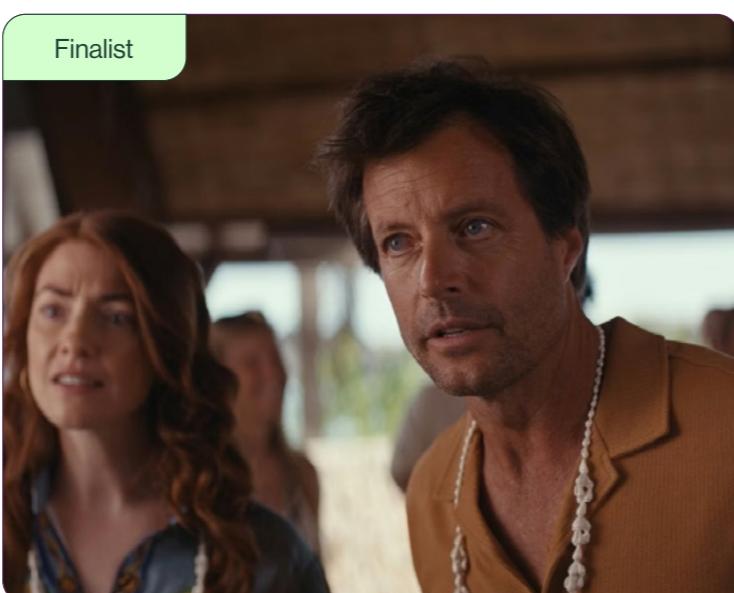
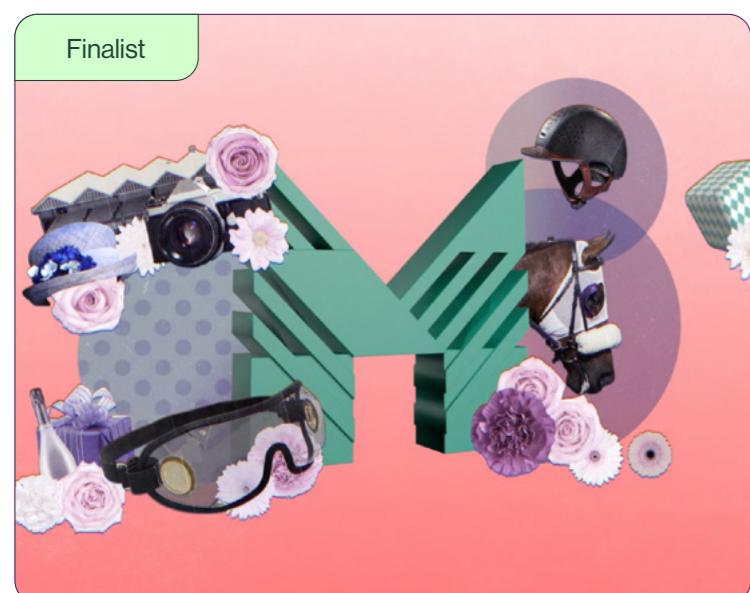
Category & Sub-Category	Awarded to
Audio Production, Sound Design	Justin Astbury
Client Gas Hero	Agency Astbury Audio
Title Gas Hero	Contributors Justin Pounsett, Motion by Design - Dominic Legg



Category & Sub-Category	Title
Typography, Static	Gillingham Display
Client Annesley Junior School	Awarded to Chris Cooper
	Agency StudioBand®
	Title The Journey



Category & Sub-Category	Awarded to
Film & Video, Animation	Sam Woolford
Client The Royal Adelaide Show	Agency WDM Design & Advertising
Title The Journey	Contributors Scott Illingworth



Category & Sub-Category
Film & Video, Animation

Client
Morphettville

Title
Morphettville

Awarded to
Andreas Heikaus

Agency
Fuller

Category & Sub-Category
Film & Video,
Editing

Client
RAA

Title
Travel

Awarded to
Marty Pepper

Agency
KOJO Studios

Contributors
Will Fuller, Michael Gagliardi,
Marcus La Forgia, Sean Kane,
Cassandra Ryan, Joshua
Newnes, Andreas Heikaus, Jarrod
Knoblauch, Emily Dawe, Scott
Illingworth, Seeing Sounds

Category & Sub-Category
Film & Video,
Editing

Client
SATC

Title
Travel. Our Way.

Awarded to
Jade Robinson

Agency
KOJO Studios

Contributors
Fuller

Category & Sub-Category
Film & Video, Editing

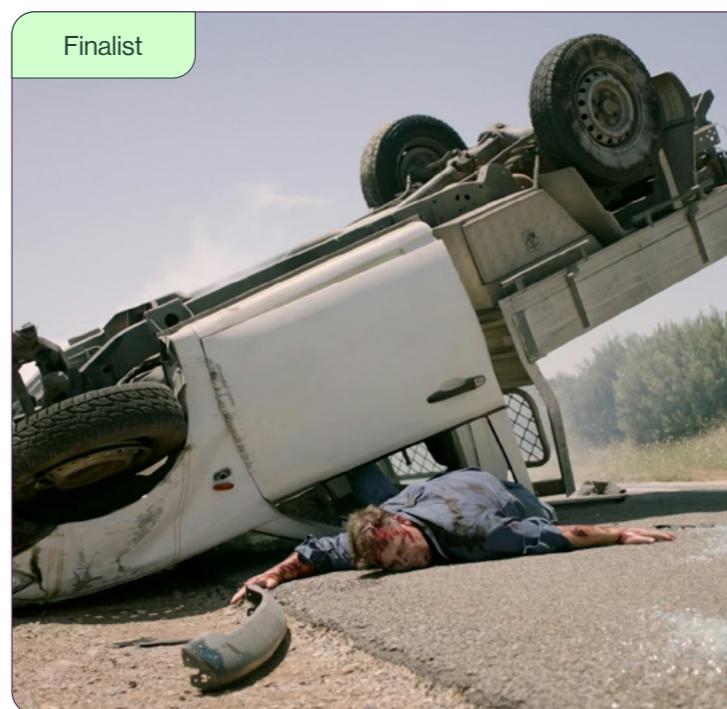
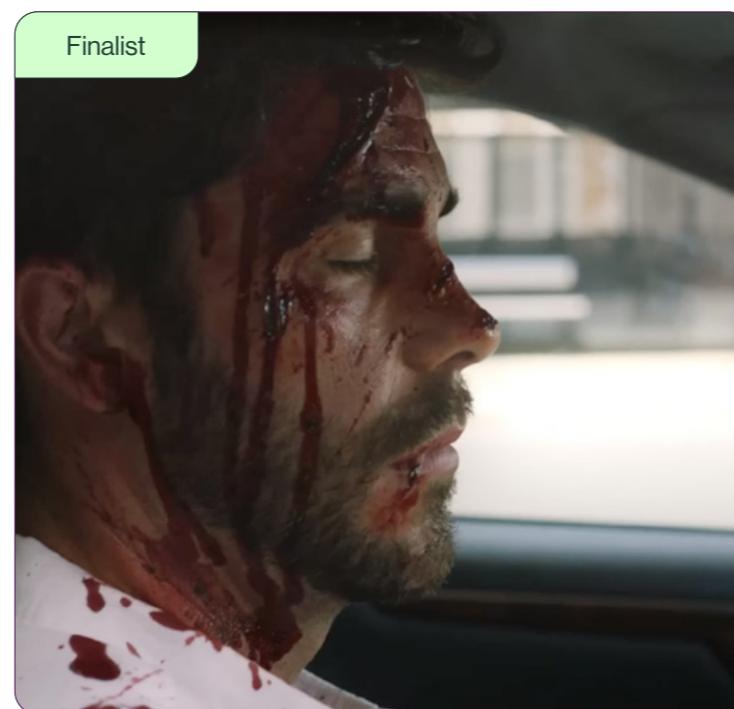
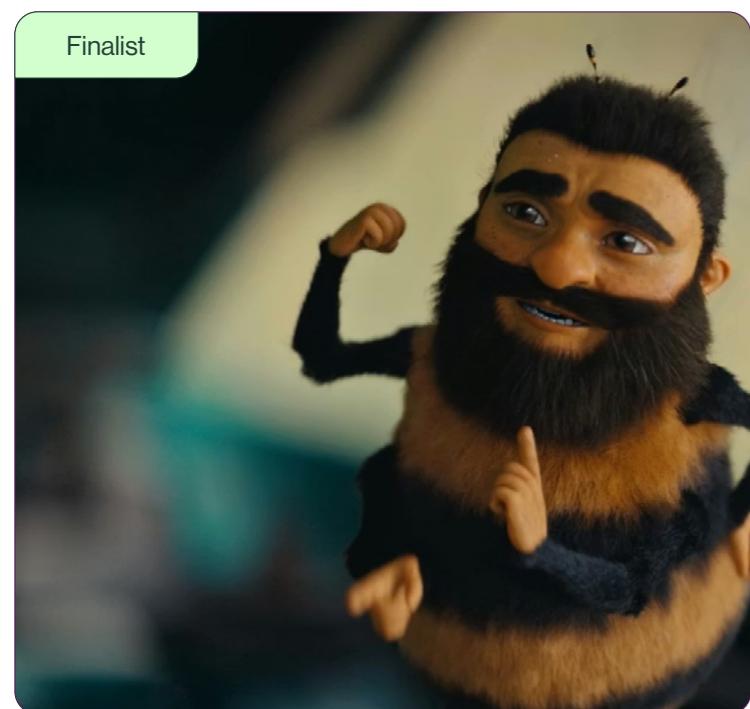
Client
South Australian Motor Sport Board

Title
VAILO Adelaide 500

Awarded to
Patrick Cotter

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-
Lister, Micha Paderin, Andy
Scott, Chico Zuccato, Althier
Alianza, Ana Coelho, Reed Brown,
Claire-Lily Mitten, Ella Wood,
Brooke Loveday, Lisa Browne



Category & Sub-Category
Film & Video,
Editing

Client
RAA

Title
Better to be a Member - Campaign

Awarded to
RAA

Agency
KOJO Studios

Contributors
Annalise Menzel, Luke Shanahan,
Georgia Lippe, kwpX

Category & Sub-Category
Film & Video,
Editing

Client
SA Health

Title
Umm...ergency

Awarded to
Matt Schirripa

Agency
Simple

Contributors
Rory Pippin

Category & Sub-Category
Film & Video,
Editing

Client
SAPOL

Title
SAPOL - Seatbelts (Metro)

Awarded to
Stephen Deeble

Agency
Visualizm

Category & Sub-Category
Film & Video,
Editing

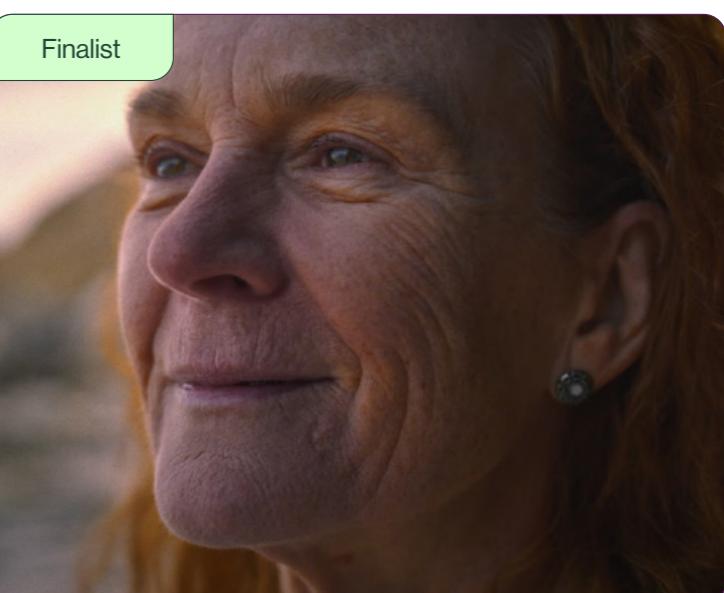
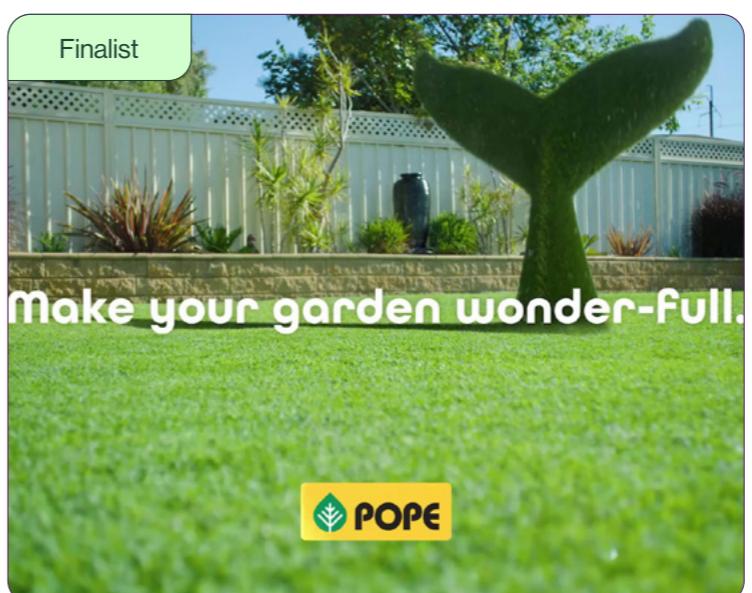
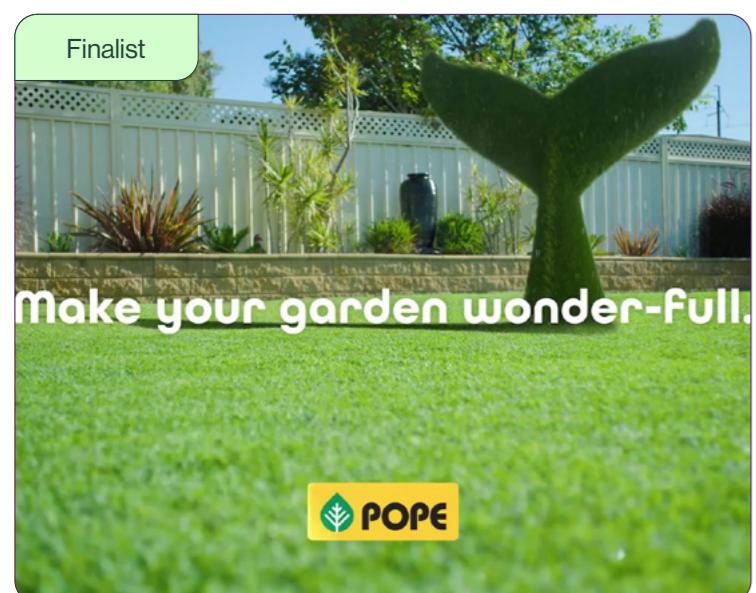
Client
SAPOL

Title
Seatbelts (Regional)

Awarded to
Stephen Deeble

Agency
Visualizm

Contributors
The Sideways Theory, Scott
Illingworth, Maxx Corkindale,
Bonet Leate, Richard Blackwell



Category & Sub-Category
Film & Video, Visual Effects

Agency
Visualizm

Category & Sub-Category
Film & Video,
Post-Production

Awarded to
Jade Robinson and Marty Pepper

Client
Pope

Contributors
Ten Past Ten, Harvey Hogan, Scott Illingworth, Sarah Luthaus, Ben O'Grady, Simon Janik, Thomas Mekins, Darcy Holmes, Alexander Macintyre, Maddie Tierney, Rachel Eckert, Willow Deeble

Title
Make your garden wonder-full

Awarded to
Visualizm Vandals

Client
South Australian Tourism
Commission

Agency
KOJO Studios

Contributors
Fuller

Title
Travel. Our Way.

Category & Sub-Category
Film & Video, Editing

Agency
Visualizm

Category & Sub-Category
Film & Video, Direction

Agency
Showpony Adelaide

Client
Pope

Contributors
Ten Past Ten, Harvey Hogan, Scott Illingworth, Sarah Luthaus, Ben O'Grady, Simon Janik, Thomas Mekins, Darcy Holmes, Alexander Macintyre, Maddie Tierney, Rachel Eckert, Willow Deeble

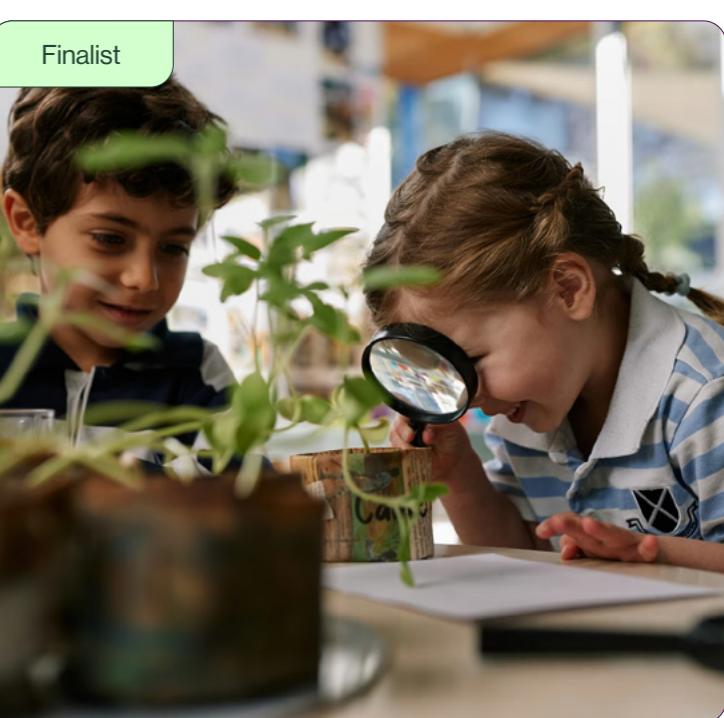
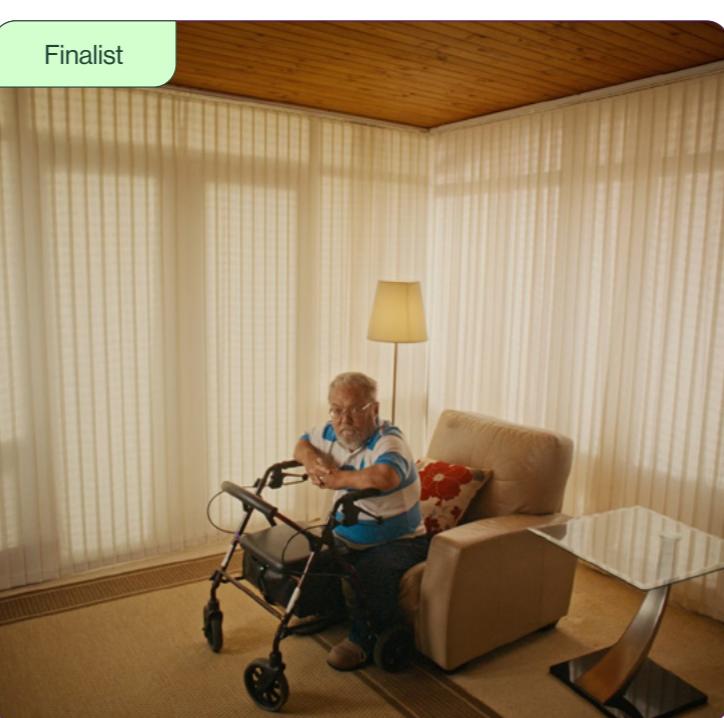
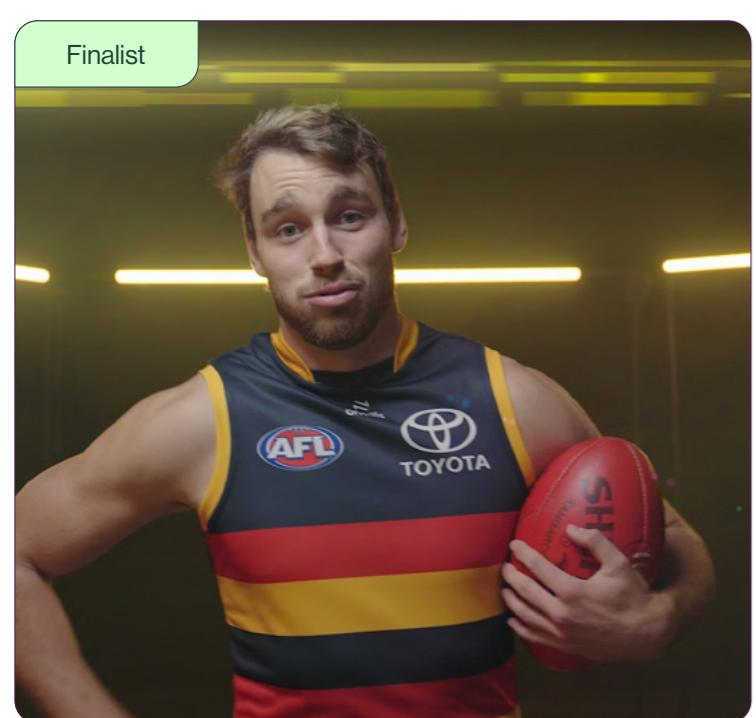
Client
SA Health

Title
Make your garden wonder-full

Awarded to
Visualizm Vandals

Contributors
Parris Mesidis, Rory Kennett-Lister, Ana Coelho, Micha Paderin, Althier Alianza, Laura Prior, Julia Palombo, Lachlan Varricchio, Althier Alianza

Awarded to
Andy Scott



Category & Sub-Category
Film & Video,
Post-Production

Awarded to
Stephen Deeble

Client
Department of Infrastructure
and Transport

Agency
Visualizm

Title
Here for the Game

Contributors
kwpX, Harvey Hogan, Scott Illingworth, Maddie Tierney, Alex Cotterell, Rachel Eckert, Ben Spry, Ronald Alby, Corey Swaffer, Brenton Bleechmore

Category & Sub-Category
Film & Video, Casting for Advertising

Agency
kwpX

Client
Maxima

Contributors
Brenton Bleechmore, Corey Swaffer, Ryan Shipway, Ronald Alaby, Alec Davis, Carlie Chenoweth, Jodie Palmer, Tierney Duffy, Run Wild Productions, Jared Nicholson, Scott Baskett, Angela Heesom, Justin Astbury,

Title
Reframe What's Possible

Awarded to
Josh Fanning, Ella-Maude Wilson, Alex Cotterell

Category & Sub-Category
Film & Video,
Casting for Advertising

Awarded to
Angela Heesom

Category & Sub-Category
Photography,
Series or Campaign

Title
Nurturing Greatness

Client
SAPOL

Agency
Heesom Casting

Client
St Andrew's School

Title
Stop Flirting with Death

Contributors
NATION - Nick Brz, Kat Korczak, Greg Faull, Judi Oehme, Proetic - David Ockenden, Erica Ockenden

Awarded to
Josh Geelen

Contributors
Fuller



Finalist



Category & Sub-Category

Film & Video,
Direction

Client

Credit Union SA

Title

Do It Your Way

Awarded to

Jason Hollamby

Agency

The Sideways Theory

Contributors

Miles Rowland, Stephen
Deeble, Scott Illingworth

Finalist



Category & Sub-Category

Film & Video,
Cinematography

Client

Nyrstar

Title

Nyrstar Brand Campaign

Awarded to

Henry Williamson

Agency

Floodlight

Contributors

Stacey Saliba, Dan
Ross, Paul Stratton

Make it Fuller



Adelaide, Kaurna Land
37 Fullarton Road
Kent Town SA 5067

Sydney, Gadigal Land
388 George St
Sydney NSW 2000



Awards & Finalists



The Forty Seventh Annual
AADC Awards



Award



Category
Social Awareness

Client
UnitingSA

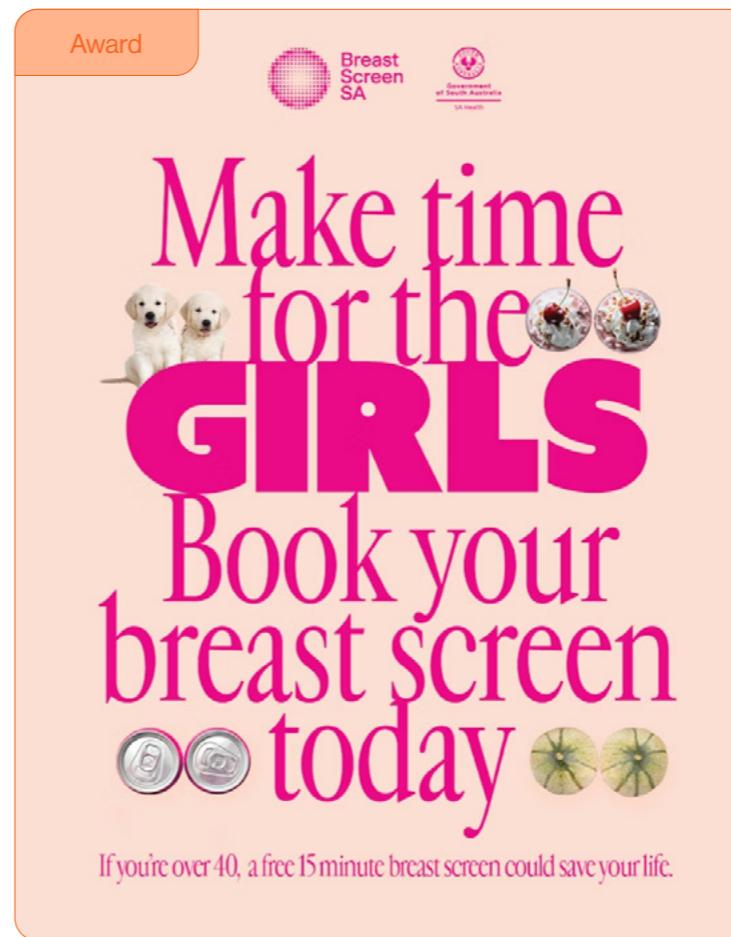
Title
Hope Sweet Hope

Awarded to
David Ormston & Michael Gagliardi

Agency
Black Sheep Advertising

Contributors
Tom Ootes, Nathan Seyd, Danilo Watanabe, Franwyn Botha, Carly Staszuk, Aaron Schuppan, Scott Illingworth

Award



Category
Health & Wellbeing

Client
BreastScreen SA

Title
Make time for the girls

Awarded to
Abby Moulton

Agency
Showpony Adelaide

Contributors
Parris Mesidis, Rory Kennett-Lister, Patrick Cotter, Laura Marcus, Meabh McElduff, Laura Tregloan, Sophie Allchurch, Ella Wood, Alex O'Neil, Ana Coelho, Claudia VandenBrink

Award



Category
Social Awareness

Client
Guide Dogs SA/NT

Title
Dogs Unite For Guide Dogs

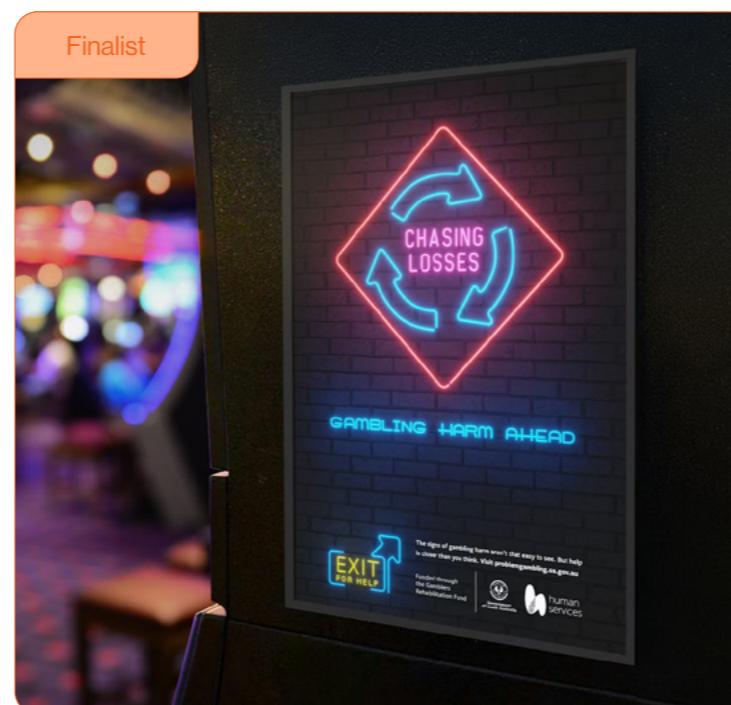
Agency
kwpX

Morley, Michelle Grogan, Caleb Chadwick, James Apoefis, Nick Bozic, Steve Pritchard, Alex Stewart, Taras Zagajewski

Awarded to
Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson

Contributors
PAlex Cotterell, Richard Lyons, Carlie Chenoweth, Sam Talbot, Sam Davies, Nat

Finalist



Category
Social Awareness

Client
Department of Human Services

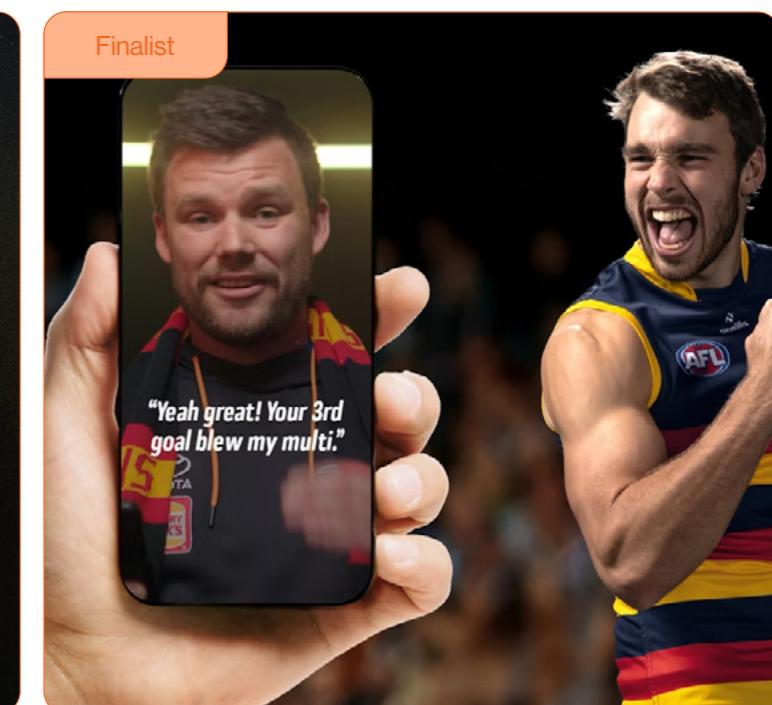
Title
Gambling Harm Ahead

Awarded to
Corey Swaffer & Brenton Bleechmore

Agency
kwpX

Contributors
Callum Hull, Enrico Becker, Sam Talbot, Ronald Alaby, Ben Spry, Alec Davis

Finalist



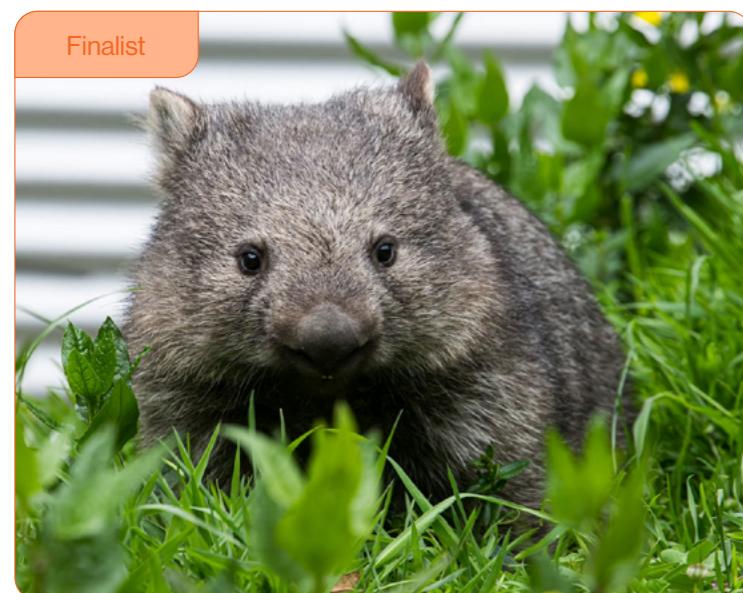
Category
Social Awareness

Client
Department of Human Services

Title
Spoil Sport

Awarded to
Corey Swaffer & Brenton Bleechmore

Contributors
Stephen Deeble, Harvey Hogan, Scott Illingworth, Sam Talbot, Ronald Alaby, Ben Spry, Alec Davis, Enrice Baker, James Baird



Category
Social Awareness

Client
Woolworths

Title
Noël the Wombat

Awarded to
Jessica Bradley



Category
Social Awareness

Agency
SOCIETY STUDIOS

Client
RSPCA SA

Title
Perfectly Adoptable

Awarded to
Mamp Grewal



Category
Environmental Issues

Agency
Floodlight

Client
Neoen Australia

Title
3 Giga What?

Awarded to
Holly Howard



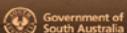
Category
Diversity & Inclusion

Agency
Showpony Adelaide

Client
Department of the Premier & Cabinet

Title
Autism Works

Contributors
Parris Mesidis, Rory Kennett-Lister, Nic Maumill, Laura Prior, Julia Palombo, Alex O'Neil, Ana Coelho



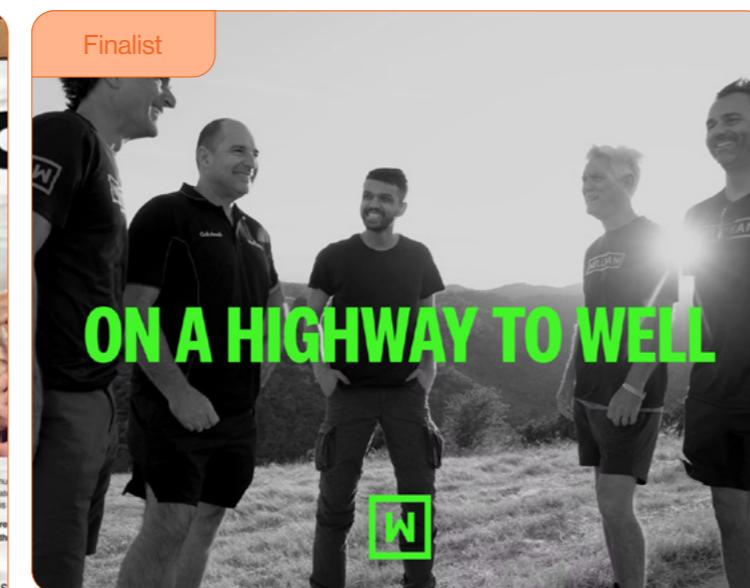


Category
Health & Wellbeing

Client
Sophie's Legacy

Title
LOST

Awarded to
Andy Scott



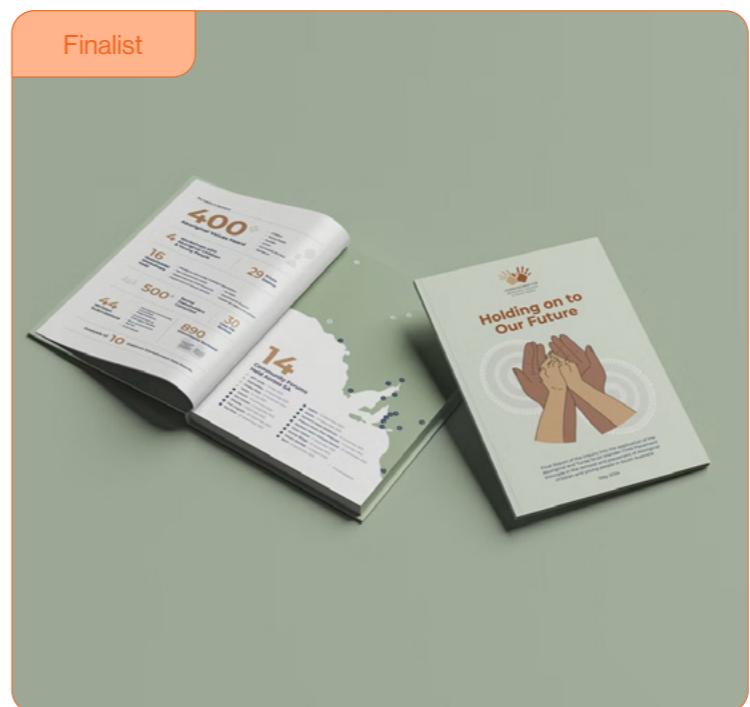
Category
Health & Wellbeing

Agency
Showpony Adelaide

Client
Wellteam

Title
Wellteam Branding

Contributors
Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Chico Zuccato, Laura Marcus, Althier Alianza, Alex O'Neil, Laura Tregloan, Melissa Roberts, Ana Coelho, Claudia VandenBrink, Brooke Loveday



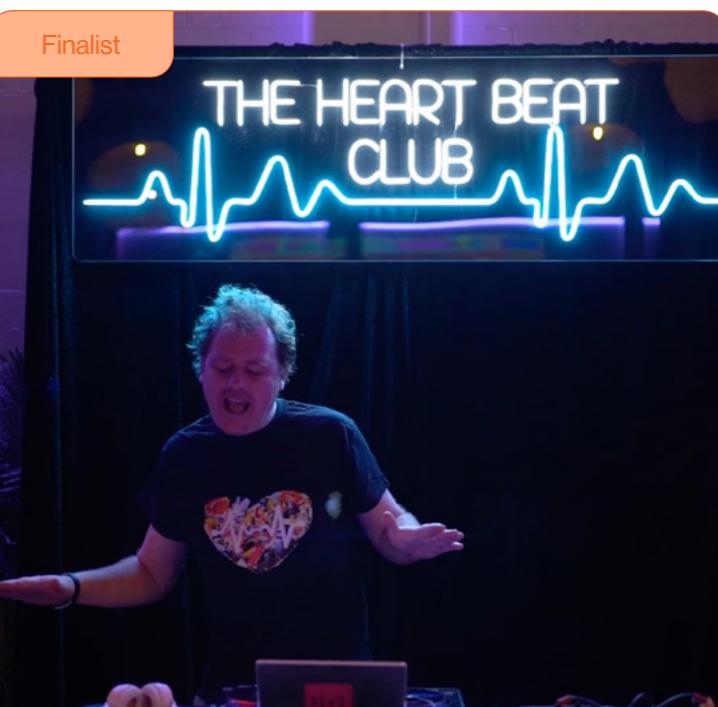
Category
Diversity & Inclusion

Awarded to
Reuben Gore

Client
Aboriginal Commissioner For Children and Young People

Title
Holding on to Our Future Report

Contributors
Sonia Zanatta



Category
Diversity & Inclusion

Awarded to
Jason Hollamby

Agency
The Sideways Theory

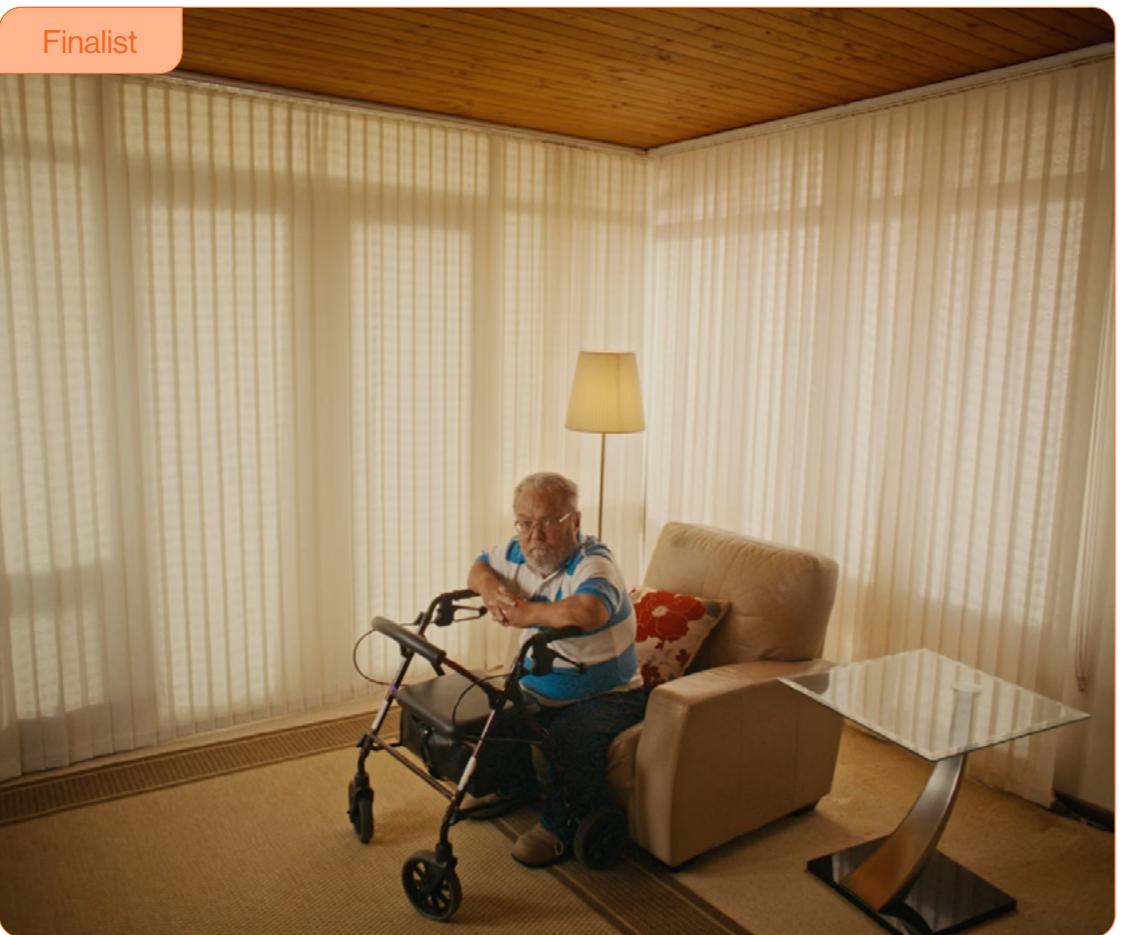
Client
Access2Arts

Title
Making Disability and Art Work

Contributors
Stephen Deeble, Scott Illingworth



Finalist



Category
Diversity & Inclusion

Client
Maxima

Title
Reframe What's Possible

Awarded to
Josh Fanning, Ella-Maude Wilson

Agency
kwpX

Contributors
Brenton Bleechmore, Corey Swaffer, Ryan Shipway, Ronald Alaby, Alec Davis, Carlie Chenoweth, Jodie Palmer, Tierney Duffy, Run Wild Productions, Jared Nicholson, Scott Baskett, Angela Heesom, Justin Astbury, Alex Cotterell

Great work!



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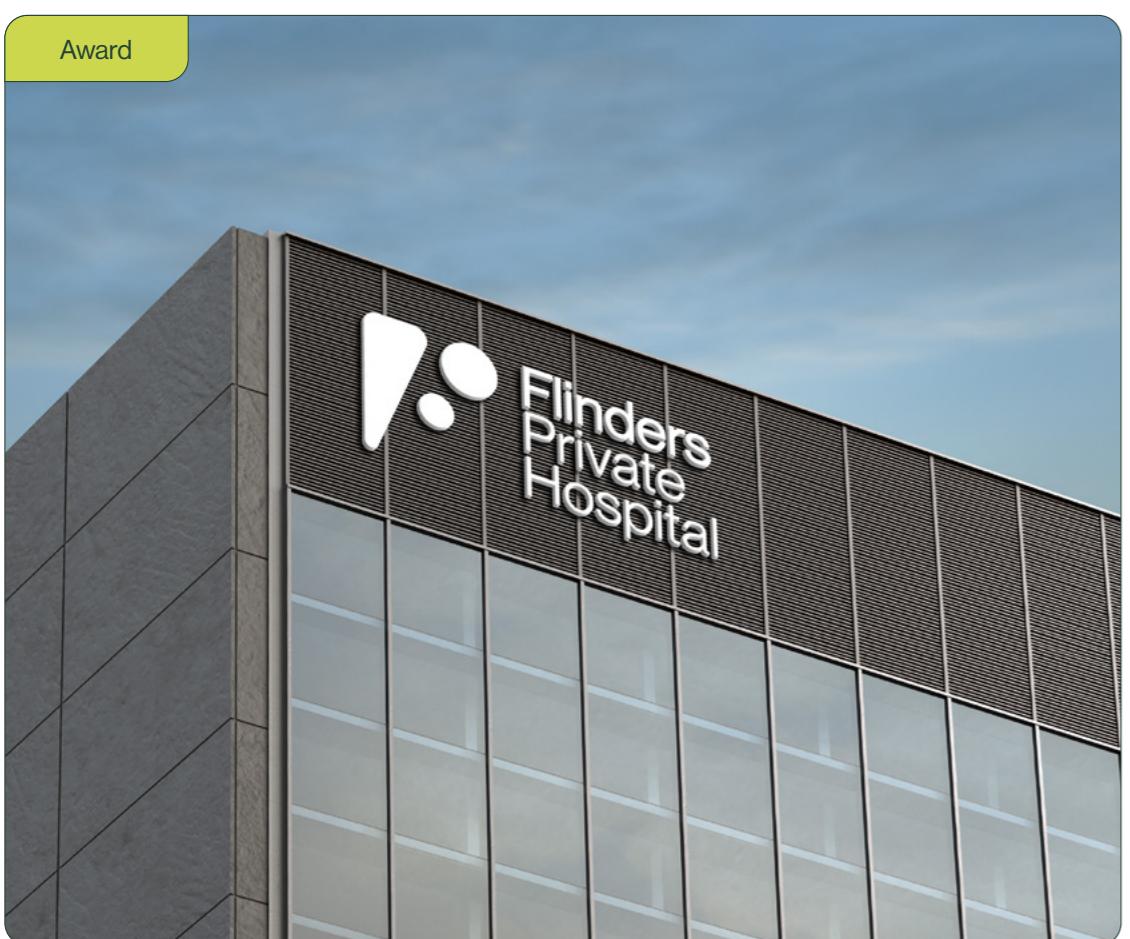
Awards & Finalists

The Forty Seventh Annual
AADC Awards





Award



Category
Idea

Title
Flinders Private Hospital Rebrand

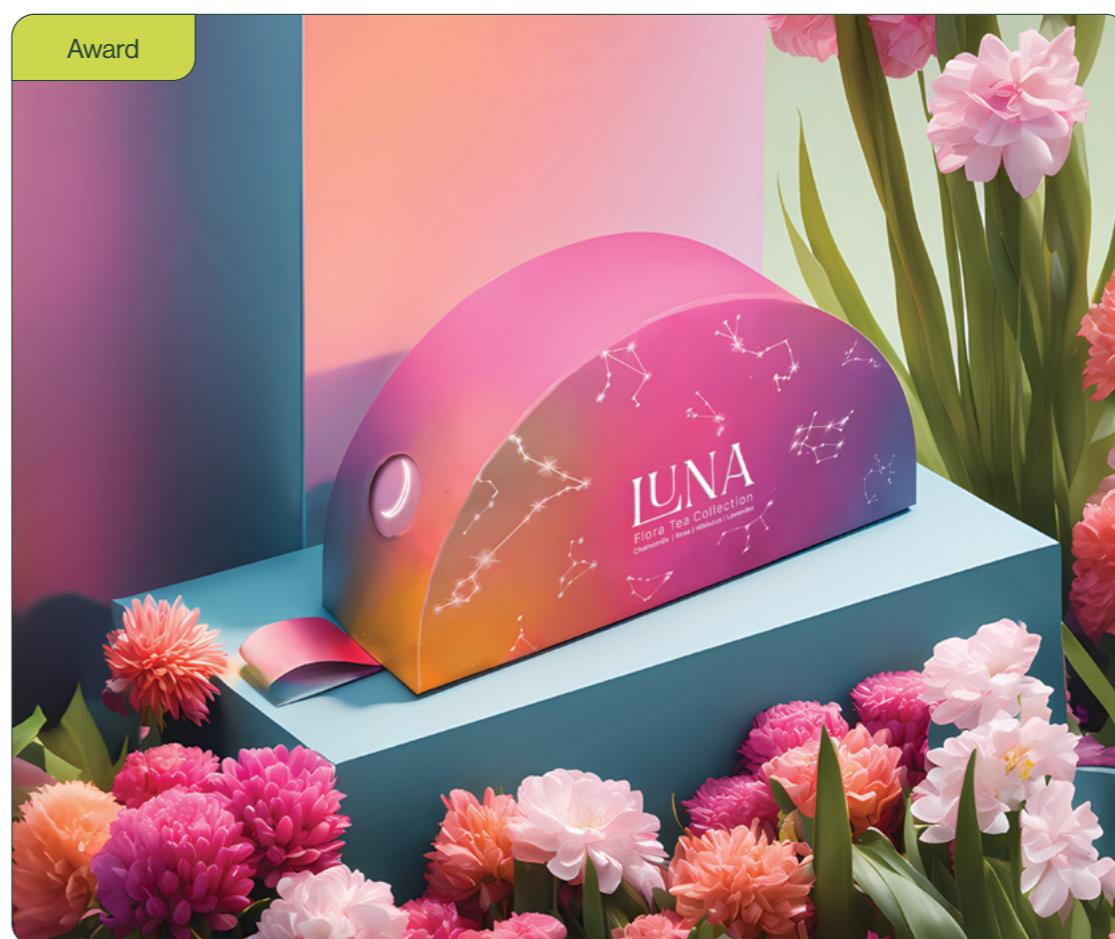
Awarded to
Brian Park

The Pitch

Based off of the shape of Bedford Park, the rebrand aims to not only refresh the brand's look but keep its firm connection to the ecosystem.

Additionally, the modular system facilitates seamless navigation for clients and reinforces brand recognition throughout the facility.

Award



Category
Idea

Title
Luna Tea Packaging Design

Awarded to
Di Wang

The Pitch

The Luna Tea packaging design creates an interactive unboxing experience that transitions from a crescent to a full moon, symbolising the Moon Festival's themes of unity and reunion.

Tailored for female consumers, it features skincare-enhancing floral teas inspired by the cultural significance and mythological allure of Chang'e.

Award

OUT OF THE NORM



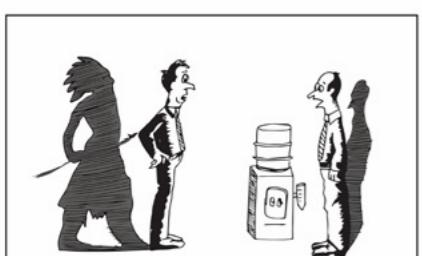
Opens on a bland looking man sitting at a kitchen table eating.
VO: Norman wakes up at 6:48am every morning and eats his oatmeal - but luckily today is an exciting day. Norman has something very interesting to share with everyone.



Norman and a woman are waiting for the bus.
Norman: So yeah it turns out I'm 2% Egyptian...
SFX: Squeal of a bus pulling up.



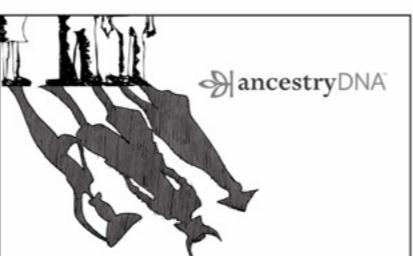
Norman at his work desk on the phone to a client.
Norman: and 3% Roman they said!
SFX: Office phone ringing in the distance.



Norman and a colleague at the office water cooler.
Norman: .9% Cherokee which I wasn't expecting at all!
SFX: Water cooler bubbles.



Norman and colleagues waiting for the elevator.
Norman: and I haven't even gotten to my Nordic percentages!
SFX: Elevator ding.



Camera pans down to reveal their shadows. Logo fades in.
VO: AncestryDNA. You might be more interesting than you think.

Category
Idea

Awarded to
Chloe Coates

The Pitch

Run out of things to share at dinner parties? Well, you might be more interesting than you think! 'Out of the Norm' was created for AncestryDNA using the proposition "Find the real you".

Its dry humor grabs the audience's attention and pulls on a very human instinct – to be considered interesting.

Award



Category
Craft

Title
Cryptomnesia

Awarded to
Jessie Showell

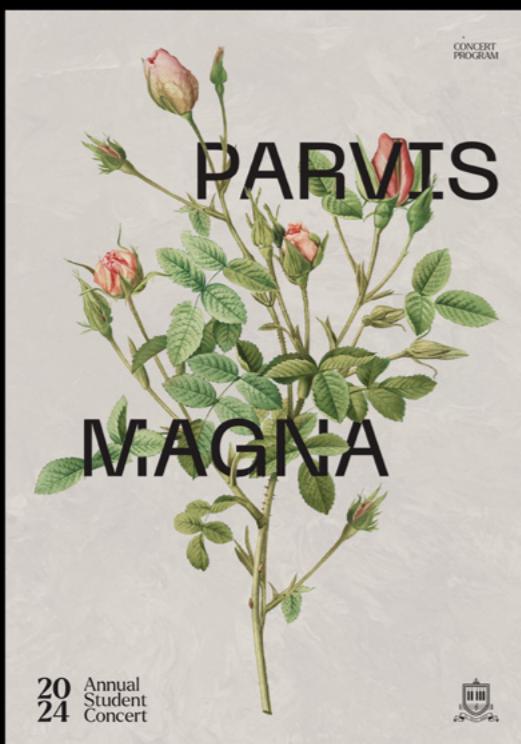
The Pitch

'Cryptomnesia' is a 12-page booklet and interactive website that explores the coexistence of AI and human creativity while addressing the moral and material rights in article 27.2 of the Universal Declaration of Human Rights.

By using sealed pages and grungy imagery, the piece challenges readers to reconsider AI's role in creative processes and the importance of being diligent.



Award



Category
Craft

Title
Parvis Magna Student Concert Program

Awarded to
Brian Park

The Pitch

"Greatness from small beginnings" not only represents the small size of the students but also highlights their remarkable achievements at their young age.

The Parvis Magna student concert showcases the incredible talents and hard work of our young performers, proving that even the smallest seeds can grow into something magnificent and beautiful.

Award



Category
Craft

Title
Peggy Drinks

Awarded to
Georgia Sandford

The Pitch

Peggy Drinks is a start-up gin distillery owned by a young couple who live on an apple orchid in Lenswood. Motivated by an interest to "live off the land" and create something uniquely Adelaide Hills, they began Peggy Drinks as an ode to Grandma Peggy, who moved her family from Sussex, England to Swamp Rd, Lenswood in 1970.

Left over Granny Smith, Royal Gala and Golden delicious apples are what makes Peggy Drinks uniquely apple flavoured gins.

Peggy aims to capture those who enjoy the finer things in life and stands out for its simple yet intriguing approach to packaging.

Careful integration of design ideas reference Peggy's personality - her love for crochet is acknowledged in the yarn-like quality of the logotype and the back label's scalloped edge. Peggy's teetotalism and love for words and God takes a tongue-in-cheek reinterpretation for the benefit of the product on the back label.

The minimal approach to graphics allows these subtle design choices to become more evocative and remain unhidden.

Award



Category
Craft

Awarded to
Sam Magarey

The Pitch

The Junction Road Wines label embodies the entrepreneurial spirit and shared dreams of two friends turned business partners.

Against the backdrop of the Adelaide Hills, their brainchild captures the essence of their collaborative journey, marked by passion, perseverance, and a commitment to quality.

Award



Category
Craft

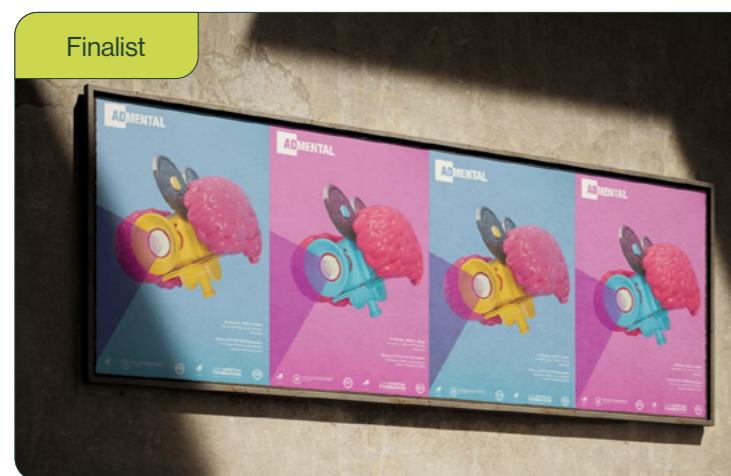
Title
Cat Amongst the Pigeons Wine Label Design

Awarded to
Emilly Daws

The Pitch

Wine label designs created to revitalise an existing regional wine producer, repositioning the brand to target a younger demographic who are new to the world of wine.

Whether they're trying to fit in amongst the sommeliers or trying to ruffle some feathers, an illustration of a cat disguised as a pigeon symbolises these relatable feelings, while paying homage to the name.



Category
Idea

Title
AdMental 2024

Awarded to
Benjamin Anstey

The Pitch
This student brief asked us to create a poster for the event "AdMental", a yearly event that showcases advertisements and short films with the theme of mental health.

The brief asked us to approach the creative with a lighter tone and feel, with the main objective to get "bums on seats" and advertise the event.

My idea was to simply smash the two themes of mental health and film into one image, by sandwiching a motion picture camera between a plastic brain. This solution communicates a lighthearted tone and feel through its bright colours and dynamic angle, forcing two themes together into a fun and unusual image.



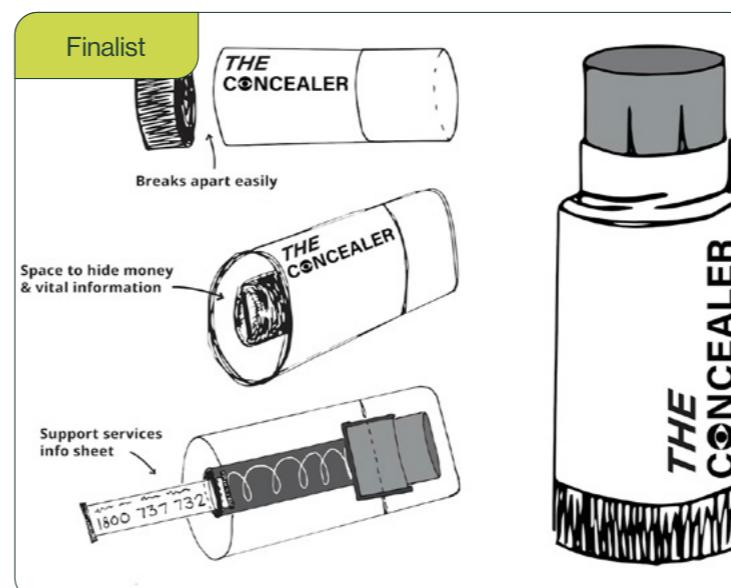
Category
Idea

Title
Clear the Canvas

Awarded to
Chloe Coates

The Pitch
A print campaign created for Removery, the worlds tattoo removal experts.

Tattoos are an artistic expression. A large portion of people who opt for tattoo removal have other tattoos and plan on getting more. 'Clear the Canvas' targets the tattoo community in way that is non-anti-tattoo by providing an opportunity for people to simply change the artwork on their bodies that no longer aligns with them.

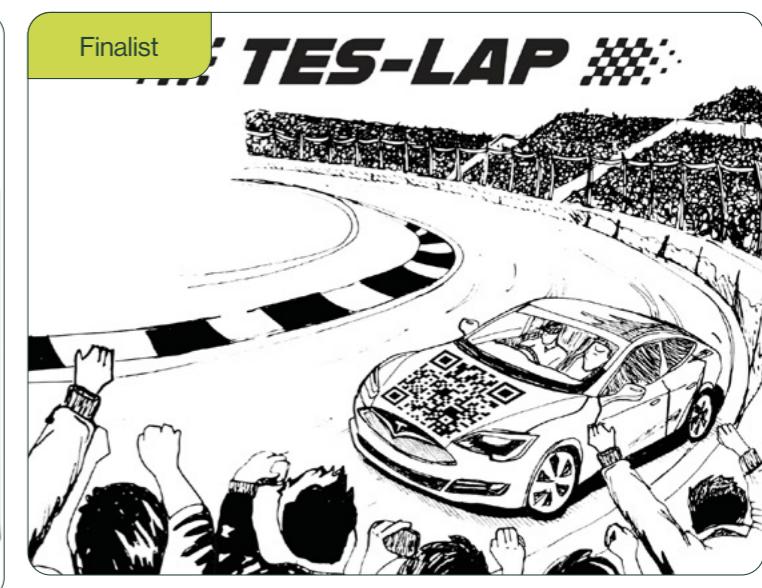


Category
Idea

Title
THE Concealer

Awarded to
Chloe Coates

The Pitch
A concealer that doubles as a practical tool in helping women formulate an exit plan to leave abusive situations.



Category
Idea

Title
TES-LAP

Awarded to
Chloe Coates

The Pitch
Three things are certain in life... death, taxes and that petrol

heads love Motorsport. When tasked with targeting electric vehicle skeptics we looked no further than the Adelaide 500. 'TES-LAP' was created for client Tesla using the proposition "Change an EV skeptics mind". The Adelaide 500 race is 500 km - the same distance a Tesla can go on a single charge. So naturally we entered a Tesla in the race and didn't have to stop to refuel once!

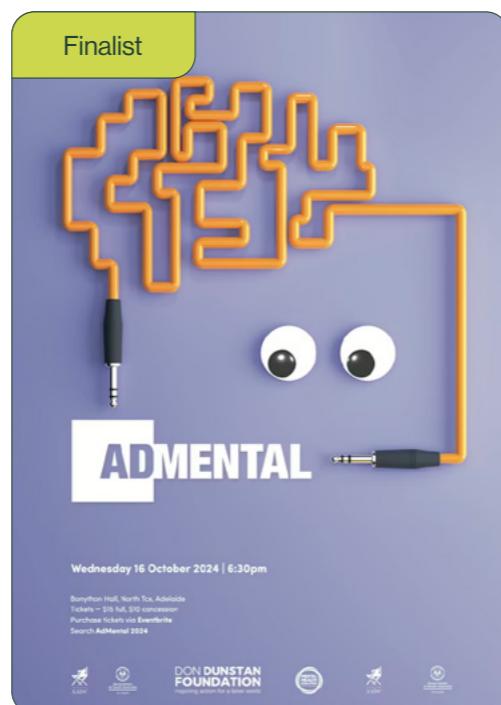


Category
Idea

Title
Old Tattoos Cramping Your Style?

Awarded to
Jackson Phillips

The Pitch
These three poster ideas were created as part of my AWARD School 2024 folio. I tried to capture as much tension as possible in each of the ideas and really dial up the awkwardness. Being an AWARD School brief, I tried to keep the execution as simple and snappy as possible.

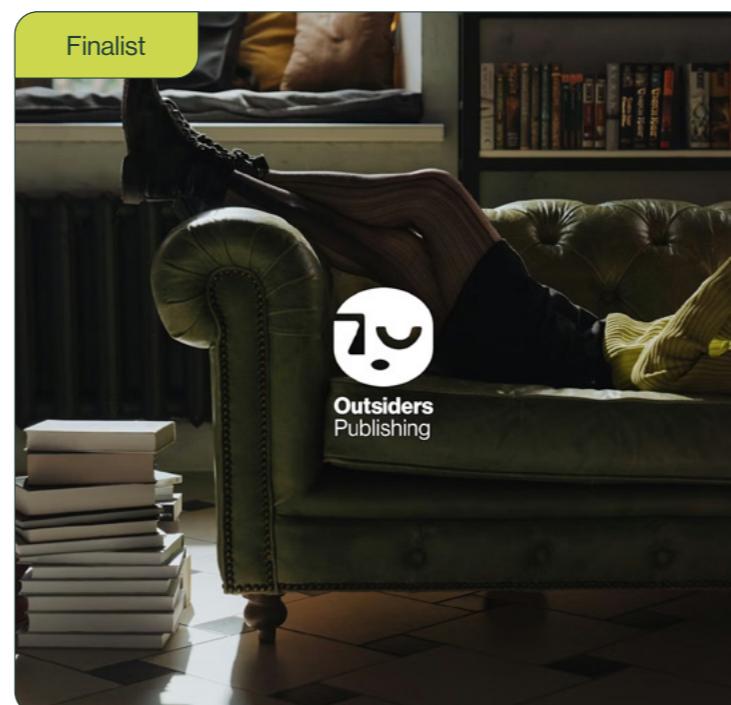


Category
Idea

Title
AdMental Poster 2024

Awarded to
Peter Sansom

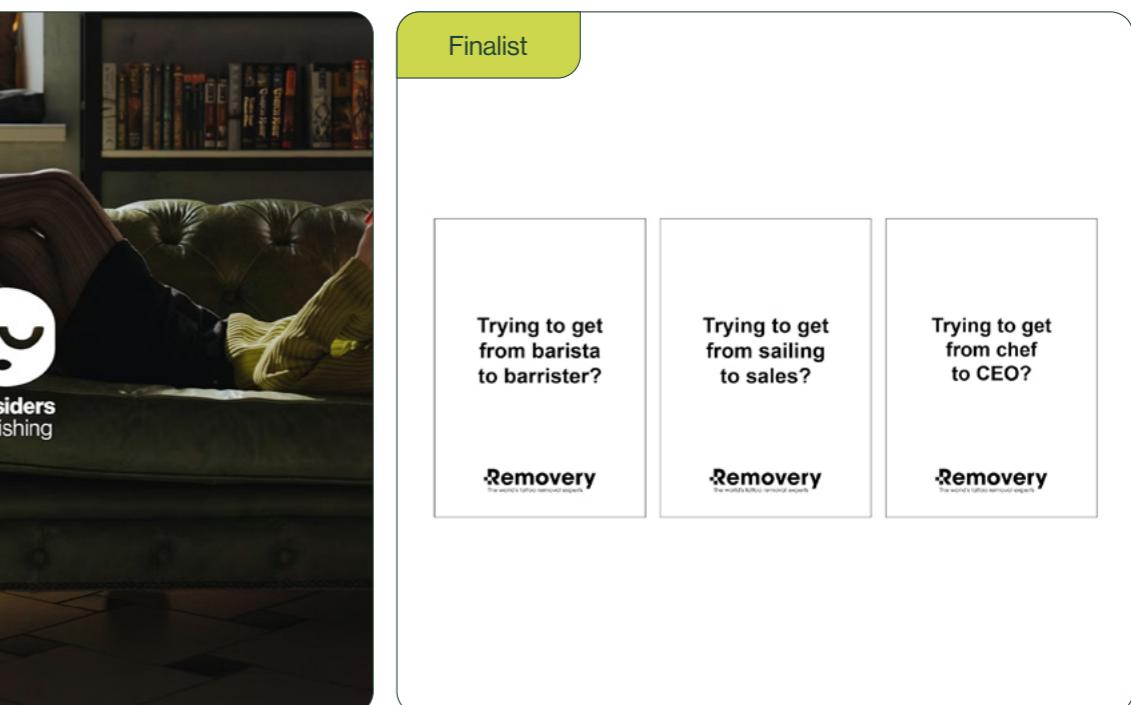
The Pitch
Peter Sansom's design for the 2024 AdMental poster competition.



Category
Idea

Title
Outsiders Publishing

Awarded to
Brian Park



Category
Idea

Title
Career Change

Awarded to
Annika Turon-Semmens

The Pitch
Brief: create a print campaign for Removery, demonstrating that tattoos don't need to be permanent.



Finalist
Category
Craft

Title
Cinestill 800T
& BWXX Film Rebrand

Awarded to
Benjamin Anstey

The Pitch
My solution for this brief focussed on a more brutalist direction, showcasing both the film canister and it's packaging.

This solution utilises sharp and hard lines in both form and type to give the feel that both stocks are industrial in nature. Each film stock features a symbol that was made to represent each stock's characteristics, such as the presence of halations, or a black and white stock.



Finalist
Category
Craft

Title
Clear Mind, Clear Sight

Awarded to
Benjamin Anstey

The Pitch

This student brief challenged students by asking them to create a response to the theme of distracted driving, specifically phone use, targeted towards drivers aged 17-25.

This creative direction shows a driver, (or "dummy") been bombarded and crowded by unimportant and mundane text messages while driving. The idea behind this creative direction is based on findings that even simple notifications can still be a source of distraction, as it takes up mental space and lets the drivers mind wander somewhere else rather than task at hand.

This concept is reflected in the tagline; "Clear mind, clear sight", which is paired with a strike-through bell symbol, providing viewers with the answer to avoid distraction while driving.



Finalist
Category
Craft

Title
HaeTae Soju

Awarded to
Brian Park

The Pitch
By avoiding stereotypes and presenting HaeTae in a playful, inviting manner, we aim to entice Australians to discover and enjoy this unique beverage. With approachable flavors, HaeTae makes it easy for everyone to appreciate the rich heritage of soju.

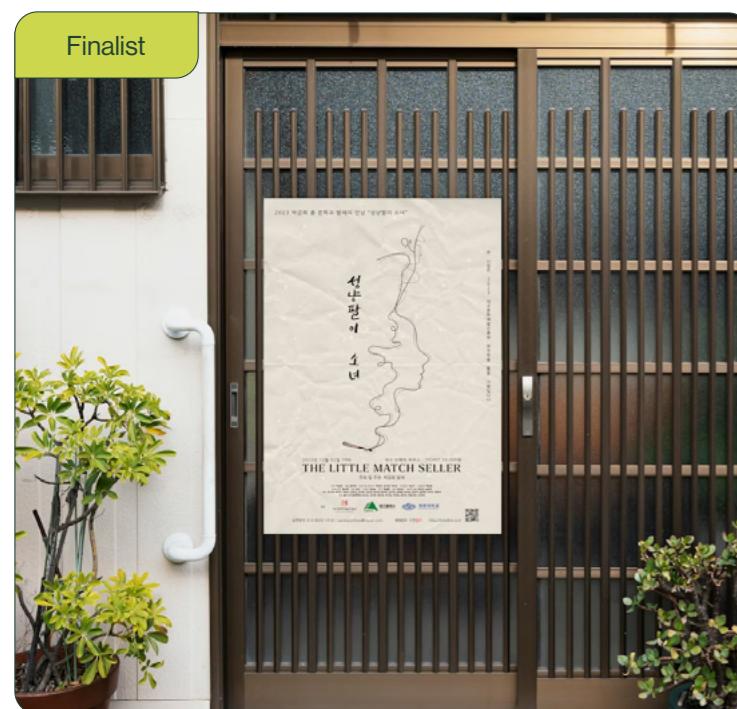


Finalist
Category
Craft

Title
Pinkie's Restaurant + Distillery

Awarded to
Jessie Showell

The Pitch
Pinkie's Restaurant + Distillery offers a unique degustation experience with a relaxed, high-quality atmosphere. The branding includes labels for four seasonal alcoholic beverages paired with meals, presented in simple, reusable packaging, creating a personalized, homemade feel for customers who can purchase the "Pinkie's at Home" box set exclusively at the restaurant or through their website.



Finalist
Category
Craft

Title
The Little Match Seller Ballet
Performance Poster/Program

Awarded to
Brian Park

The Pitch
The design of the poster and program is based on The Little Match Seller, featuring a main illustration of a burnt-out matchstick and smoke symbolising the match seller's and her death. The smoke then transforms into a ballerina, representing the match seller's last dance.



Finalist
Category
Craft

Title
The Uneven Canvas -
National Gallery of Australia
Infographic Concept

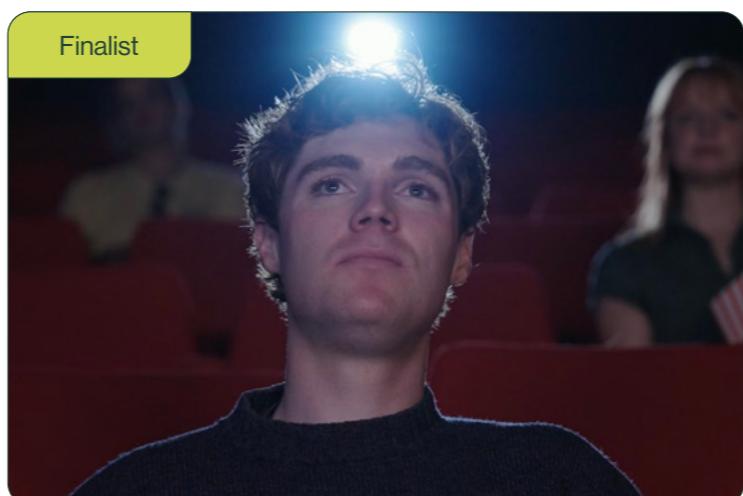
Awarded to
Tobias Heithersay

The Pitch

Gender inequality is pervasive in the Australian visual arts, with many still unaware of the marginalization that women face in this sector. To address this, I created an infographic as a spread for a fictional National Gallery of Australia magazine, aimed at educating the broader public on this critical issue.

The spread features hand-drawn infographics inspired by the dedication and labor of love of female artists. It leverages not only factual statistics but also visual storytelling to connect with and be accessible to a wider audience. In doing so, this piece serves as both a conversation starter and an opportunity for the gallery to further acknowledge its systemic biases and introduce its existing gender equity plan to the public.

Additionally, the spread has been adapted into a series of posters to be displayed in public spaces.

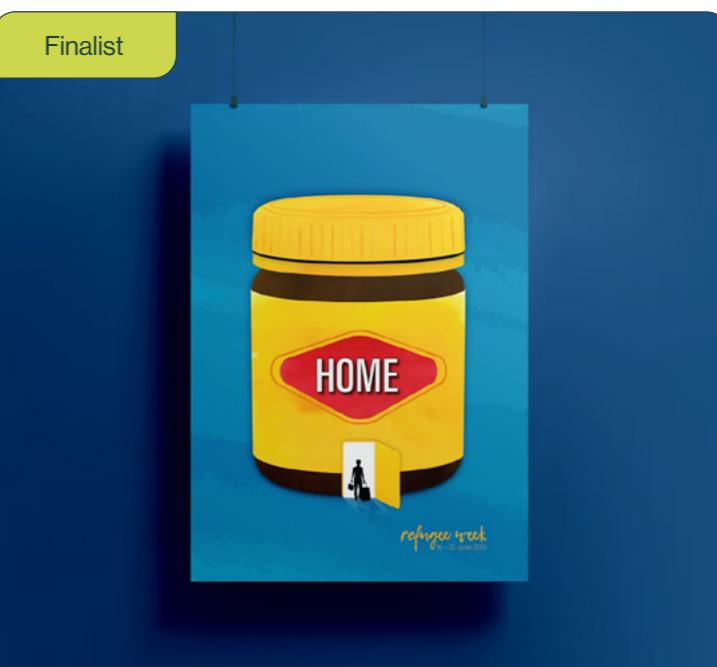


Finalist
Category
Craft

Title
The Mercury Promotional
Video 2024

Awarded to
William Singleton

The Pitch
The Mercury CX is a welcoming, non-profit cinema and workspace for young and/or emerging filmmakers, Adelaide creatives, and anyone who enjoys a film night.



Finalist
Category
Craft

Title
Home (Refugee Week)

Awarded to
Emilie Flavel

The Pitch
This poster was created for SA Refugee Week 2024, taking part in AMRC's Youth Poster Exhibition. My digital illustration using the medium of watercolor paints highlights the sense of being at 'Home' in a safe environment. Utilising the nostalgia of a Vegemite jar, known across the world. Each year the Exhibition aims to highlight the courage and strength of individuals with refugee backgrounds.



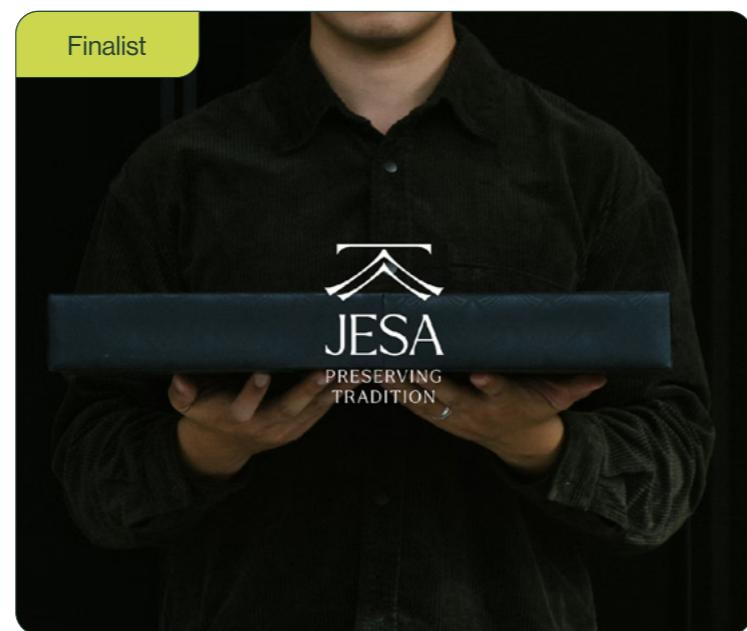
Finalist

Category Craft

Title Tony Tomatoes Website Redesign

Awarded to Tobias Heithersay

The Pitch
Tony Tomatoes is a real-deal Italian restaurant nestled in the heart of North Adelaide, where traditional Italian favorites meet a unique creative flair. This website redesign concept is a unique and playful take on the traditional Italian kitchen, tailored to capture the warm and dynamic essence of Tony Tomatoes itself. The visual language of the UI has been crafted around the vibrant geometric murals found on the walls of the restaurant, while the typographical choices were inspired by its handwritten chalkboard signage. The strength of the website comes from its careful balance between visual excitement and usability - through its thoughtful visual construction to its consideration of information load and elements of user accessibility.



Category Craft

Title Jesa Preserving Tradition

Awarded to Brian Park

The Pitch
Jesa is a profound cultural ritual that embodies the reverence for ancestors, the significance of and family unity. By modernising and increasing the accessibility of the ceremony allows for the perpetuation of cultural heritage in Korean societies around the world.



Category Craft

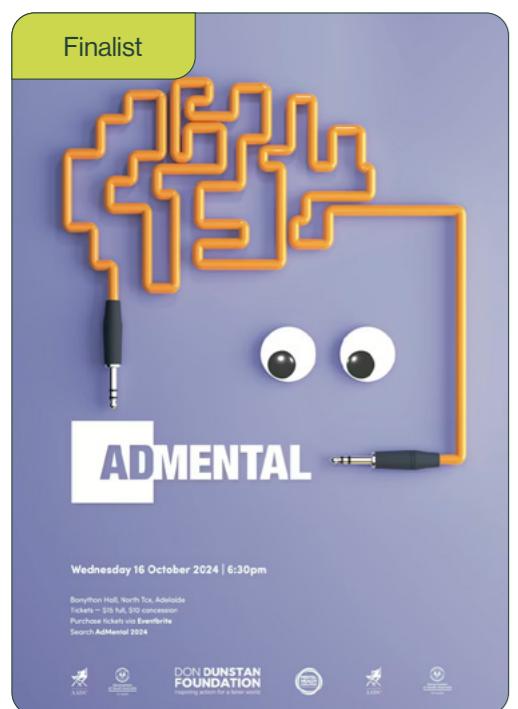
Title Miller's Hardware

Awarded to Georgia Sandford

The Pitch
The aim was to create a packaging solution for loose hardware that enables both the contents and container itself to remain organised after opening, and provide an environmentally conscious design without sacrificing any of the benefits that current clear, plastic packaging provides.

Miller's Hardware is a family-owned company that sells loose hardware such as screws and nails to home builders and DIY'ers. The unique interlocking, modular design allows any combination of Miller's loose hardware products to be connected through the tab and slot system, offering users the ability to create their own toolbox.

The key visual theme/feeling that Miller's Hardware aims to portray is a sense of familiarity. A simple visual language that is achieved through the use of stickers on raw card rather than direct printing offers a tactile, 'no-fuss' solution while retaining a sense of quality.



Category Idea

Awarded to Peter Sansom

The Pitch
Peter Sansom's design for the 2024 AdMental poster competition.

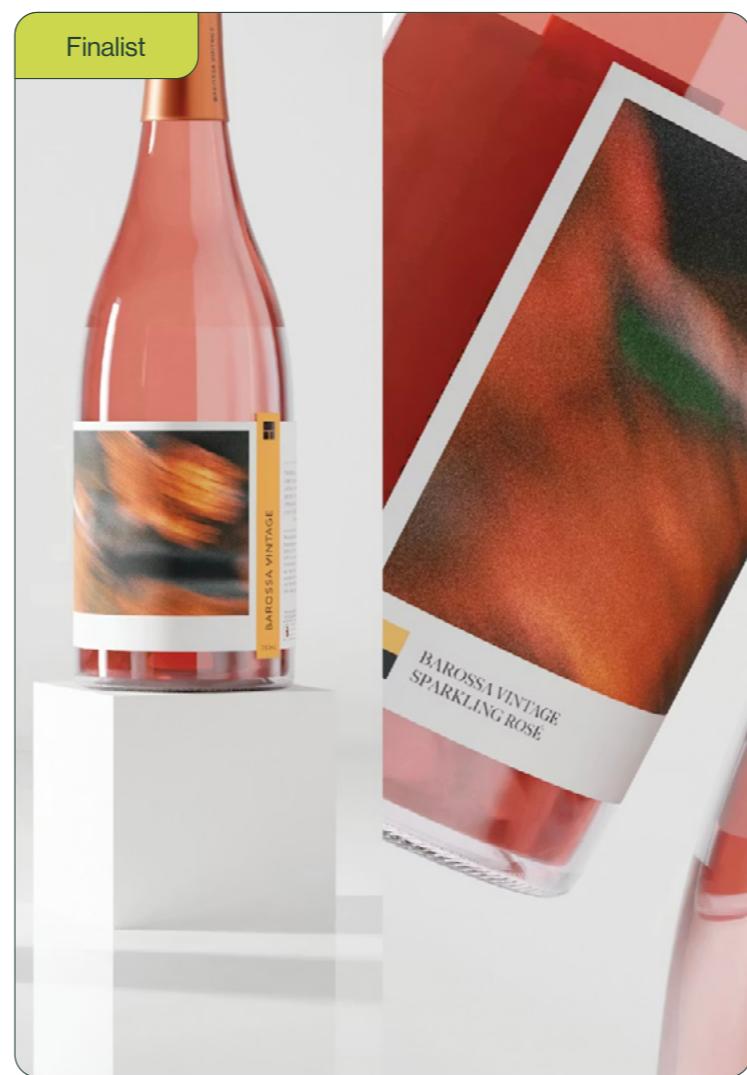


Category Craft

Title Threads Of Hope

Awarded to Haylee Cook

The Pitch
A poster designed for Refugee Week 2024, showing an embroidered tree, with the leaves in the shape of Australia & all multicoloured, to symbolise the diverse cultures and nationalities of all the people who call Australia home. The roots symbolise the refugees creating their roots in their new home, as well as their 'hope' growing and expanding. The tagline & title of this design is 'Threads Of Hope'.



Category Craft

Title Barossa Vintage Festival

Awarded to Benjamin Anstey

The Pitch
This student brief asked students to choose an event from a short list, and then challenged students to develop a new identity and expand this across advertisements such as billboards, posters, and 3D items. My choice for this entry was the Barossa Vintage Festival.

My solution was the development of a new art style for the Barossa Vintage Festival. The tagline "Experience the Colours of the Barossa" was imagined while travelling to the region, and is built off of the idea that there is so much more to the region than just wine.

The photography used focussed on texture, movement and blurred images forming their own unique compositions, which was spread across multiple touchpoints, from posters to wine labels to billboards. This has been used to entice the viewer to experience all aspects of the area, and to create a intimate feeling between the viewer and the region.

Using this photography from the region, wine labels were developed as hypothetical limited runs. These labels were placed onto bottle mockups, developed in 3D software from scratch to build the scene that I wanted.



Finalist

CRYPTOMNESIA



A Cryptomnesia website



Category
Idea

Title
Cryptomnesia

Awarded to
Jessie Showell

The Pitch

'Cryptomnesia' is a 12-page booklet and interactive website that explores the coexistence of AI and human creativity while addressing the moral and material rights in article 27.2 of the Universal Declaration of Human Rights.

By using sealed pages and grungy imagery, the piece challenges readers to reconsider AI's role in creative processes and the importance of being diligent.

CREATIVE JUICE

SA





Cheers to all the winners

them.com.au



For those who share the vision, roll up their sleeves and donate their precious time to make it all happen. Thank you, we couldn't do it without you.



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