

FOR IMMEDIATE USE 24 MAY, 2010

APMA and Communications Council Join Forces

The Communications Council, Australia's peak advertising body, today announce the formal amalgamation with the Australasian Promotional Marketing Association (APMA), an organisation representing leading marketing activation agencies in Australia and New Zealand.

Today, 24 May, APMA's board ratified the committee's unanimous vote to join The Communications Council, a decision formally supported by The Communications Council at its recent board meeting.

Speaking at the conclusion of The Communications Council board meeting, Chairman Anthony Freedman said: "It is with great excitement that we welcome APMA to The Communications Council and we are looking forward to implementing the merger in a way that significantly increases the presence of the APMA and The Communications Council in the future."

APMA's Chairman David Lo said: "We're delighted to be a part of Australia's peak communications industry body and look forward to growing both the APMA and The Communications Council through this merger. Over the past year the APMA has been redefining its position in the marketing and advertising industry and we believe our association with The Communications Council is a great step forward in that respect."

CEO of The Communications Council, Daniel Leesong welcomes the APMA and said: "These are exciting times. We are experiencing a period of industry consolidation. The APMA joining our organisation is testament to the foresight of the founders and demonstrates that the structure of The Communications Council is working."

The Communications Council was formed on 1 January 2010, merging the former Advertising Federation of Australia (AFA) with the Account Planning Group (APG) and the Australasian Writers and Art Directors Association (AWARD).

Based on the concept of 'together stronger' the Council encourages consolidation with the aim of being a more effective advocate for the industry.

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About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Australian and New Zealand agencies whose core expertise lies in the area of marketing activation. Leaders in getting people to act, APMA member agencies use tactical marketing techniques to change behaviour, build brands and deliver results. Through education and awards programs, networking opportunities and research initiatives, the APMA supports and encourages its members in the pursuit of the highest attainable level of professional excellence.

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About The Communications Council

The Communications Council is the peak body representing companies in advertising and marketing communications industry to industry, government, media and the public.

The Council creates a footprint across the increasingly integrated world of creative, digital, healthcare, design, direct marketing, promotion, PR, plus creative production companies and strategic planning consultancies. It aims to help grow member businesses and develop individual careers through the provision of professional development services, advocacy and support.

For further information or to arrange an interview, please contact:

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