



Why propose a name change?

The AADC has been reviewing its role to ensure it maintains its relevance and can add value to, an ever-evolving industry.

The question is, what industry is it?

Is it the Advertising and Design industry?

Some may argue it still is, or at least it is largely so, but many others do not believe this is the case.

Today, several companies that would have been called advertising agencies in the past have cast off the descriptor, believing it too narrow and limiting for organisations providing a wide range of marketing communication services, of which advertising is only one.

There are numerous other businesses that identify as, for example, digital communication companies and strive to distance themselves from the nomenclature of advertising.

National and international companies that were historically known as ad agencies, now go by descriptors such as creative solutions companies, brand agencies, brand transformation agencies, communication companies, etc.

While some may debate whether the philosophies of those companies are correct, the Club's role is not to question the accuracy or validity of those beliefs, but to recognise their existence.

Furthermore, production companies and service providers that once derived much of their revenue from executing advertising ideas on behalf of their clients, now count their contribution in single-digit percentages of income.

Advertising however, is still a vital part of our industry, but no longer considered the absolute definition of it.

Likewise, design is one aspect of the industry and while an important one, does not represent or define fifty percent of it.

History.

In 1975, the Adelaide Art Directors Club was established, taking its lead from long-established global organisations such as the Art Directors Club of New York.

Then, in 2004, the AADC changed its name to the Adelaide Advertising & Design Club to better reflect the areas the Club was involved in.

14 years on, the Club believes it is time to once again better reflect the industry it supports and is a part of.

This evolution is not unique.

As an example, in 1992 Cannes changed from an International Advertising Film Festival to an Advertising Festival and in 2011, it became the Festival of Creativity.

In no way does the name change diminish the importance of the entity's origins, but builds upon the strong framework put in place years before.

The proposed name change is not about what the Club was or indeed, what it is. It is about what the organisation should be.

The audience.

The Club has on many occasions this year, pointed out the need to embrace the entire industry.

Numerous individuals and businesses in our broader industry, from marketing communication companies to game developers, don't feel they have a place in an advertising and design club or that such an organisation represents their interests.

However, the Club cannot only look inward.

Engaging with and promoting the industry to government departments and local businesses is vital. Both sectors have diverse communication needs and they too determine advertising to only be one.

They need to be made aware of the breadth and depth of local expertise at their disposal and the Club believes it has a key role to play in this. It cannot play that role effectively if its name doesn't accurately reflect the industry it is promoting.

What do we want the Adelaide Advertising & Design Club to become?

First and foremost, for its long-term survival, the Executive Committee believes the Club needs to be much more than the organiser of an Awards' show and two or three social events. And, it believes it needs a name that better represents that ambition.

The evolution, not revolution of the Club's name therefore is:

1975: AADC

Adelaide Art Directors Club

2004: AADC

Adelaide Advertising & Design Club

2019: AACC

Adelaide Association of Creative Communications

This is much more than just a name change. It is part of a wider agenda to further the Club's reach and relevance within the broader creative communications industry – not just ad agencies and design companies, but all those involved in production, media, strategy, retail and every aspect of our business.

Ultimately, it is the fully financial members who will decide whether the name remains as it is or changes.