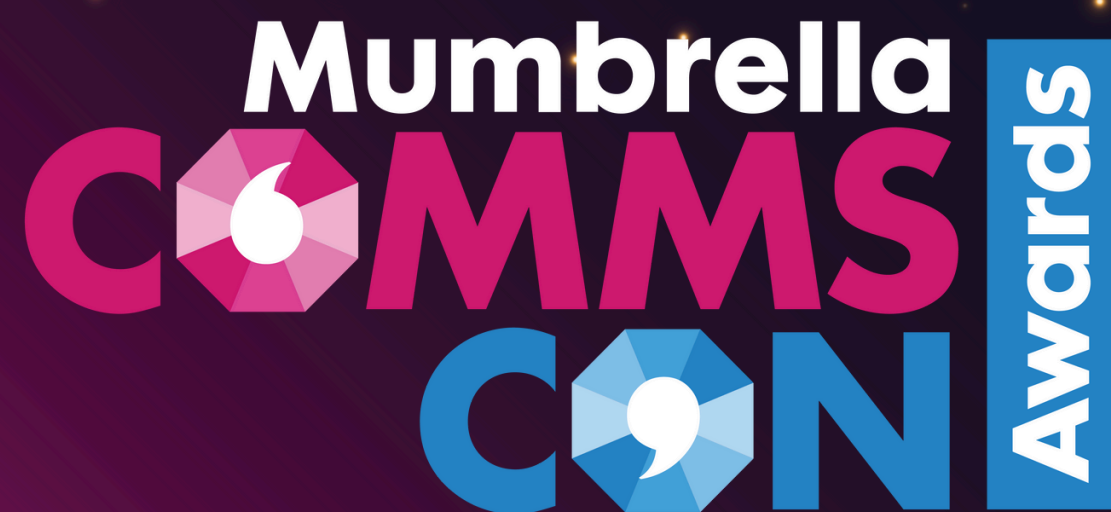
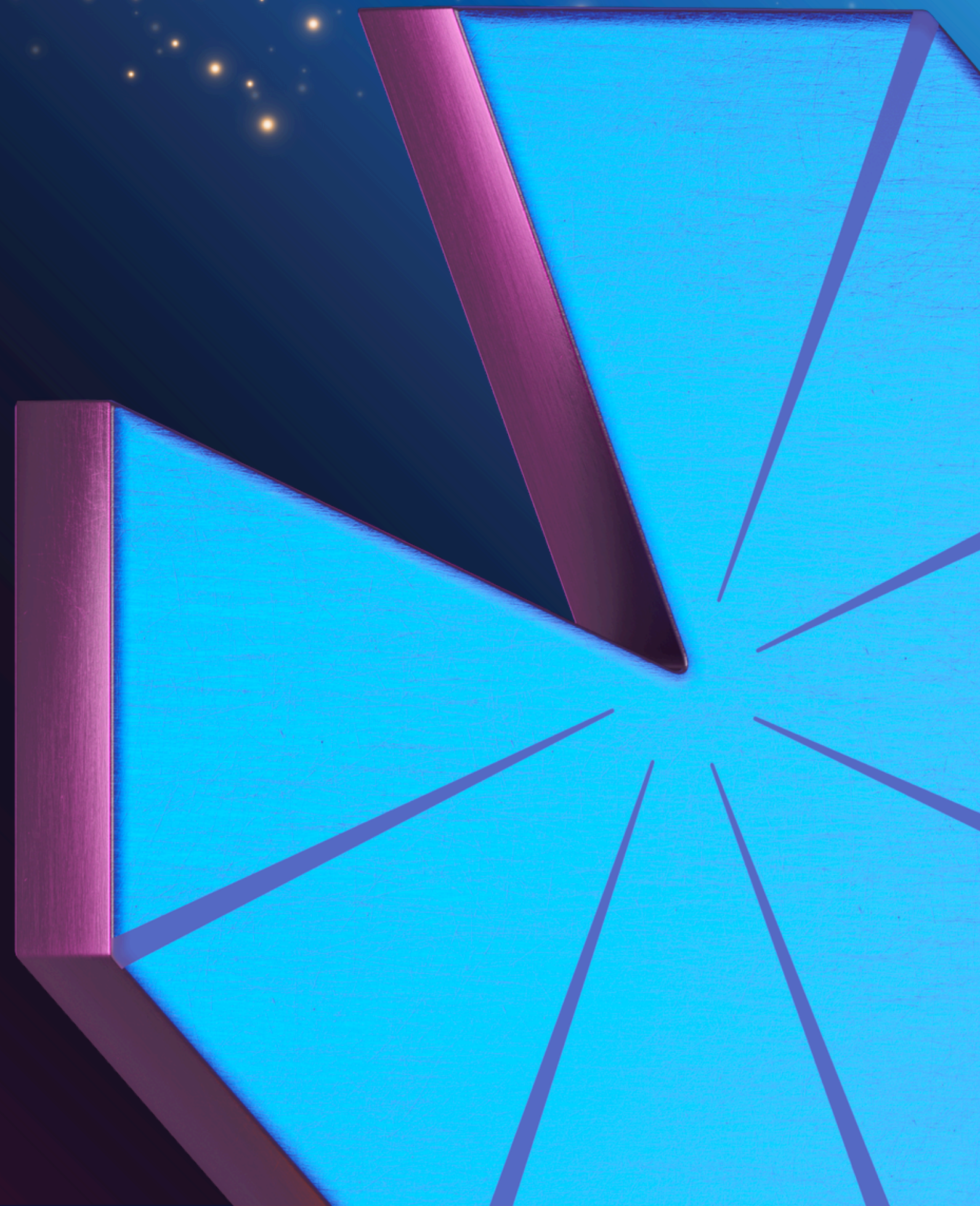




2026
Call for Entries



Proving the Power of Communications

The practice of public relations has never been broader or braver. Today's communicators move fluidly between strategy, storytelling, data and design. They shape culture, build trust, and influence behaviour in ways that reach far beyond the press release.

The 2026 CommsCon Awards recognise this evolution. We've sharpened our focus on effectiveness, elevated strategic communications, and expanded to include the creator economy, measurement excellence, and long-term impact.

Across agencies, brands, and government, these awards celebrate the thinkers and makers redefining PR and communications, and the measurable difference it makes.

About the Awards

The CommsCon Awards celebrate the full spectrum of PR and communications excellence across Australia and New Zealand.

From creativity and cultural impact to strategic thinking and measurable business results, these awards spotlight the individuals, teams and campaigns driving our industry forward.

In 2026, CommsCon continues to evolve with new and refined categories reflecting the changing role of communications, from data-driven storytelling to creator collaborations, corporate reputation, and long-term effectiveness.

This document contains the information required for entry into the Mumbrella Media CommsCon Awards 2026, including how entries will be scored.

The assessment period covers the 12 months to 5 December 2025.

Entry Submission

How to Enter

Entries are open to all PR and communications professionals working in-house, in agencies, or as independents.

The judging period covers work in market between **6 December 2024 and 5 December 2025**.

Each campaign-based entry must respond to the following framework in **no more than 800 words**, supported by up to five examples of work (images, audio, or video).

Entry Framework

1. Brief: Summarise the business or communications challenge.
2. Budget & Resources: Outline the total budget (excluding GST), campaign duration, and key resources.
3. Insight: Explain the audience, media or cultural insight that informed the approach.
4. Strategy & Planning: Describe how the strategy addressed the challenge and defined success.
5. Execution & Craft: Outline the tactics, creative approach, and delivery.
6. Results & Effectiveness: Demonstrate measurable outcomes, aligned to your objectives.
7. Spotlight: Highlight one standout aspect of the campaign or program.

All entries must be uploaded via the CommsCon Awards portal at **mumbrella.com.au/commsconawards**.



Judging Framework

Campaign entries are assessed on four equally important pillars of excellence.

Criterion	Weighting	What judges look for
Insight or Idea	25%	Original thinking, relevance to audience, clarity of the problem solved.
Strategy & Planning	30%	Clear objectives, research rigour, integration with wider business or brand goals.
Execution & Craft	15%	Quality and innovation in delivery across channels and formats.
Results & Effectiveness	30%	Tangible outcomes that demonstrate impact, whether commercial, behavioural, reputational or social.

Results and Effectiveness - Guidance for Submissions

Judges will score higher where entries provide:

- A defined baseline and target (before/after or benchmark comparison)
- Attribution, how communications activity drove the result, not external factors
- Evidence of business, behavioural or reputational impact beyond reach and impressions
- Budget transparency and, where possible, ROI or cost-effectiveness
- Optional third-party validation (analytics or research partner data)

Entries must be uploaded to mumbrella.com.au/commsconawards via the awards entry portal.

Where additional material is to be supplied, it must be an embedded link or uploaded attachment.

Entries should focus on the work, not the presentation.

Supporting material should be digital, not physical. You may supply up five examples of the work. These can be images, audio or video. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs, audio, and video files up to 5MB.)

Juries strongly recommend that you do not use advertising value equivalency, as it is given little weight or credibility in the judging process.

The Categories

Campaign Categories

Best Social Media or Digitally-Led Campaign	>
Best B2C Campaign	>
Best B2B Campaign	>
Best Campaign with a Small Budget	>
Best Use of Owned Media	>
Best PR-Led Content Creation	>
Best Internal Communications or Change Management Campaign	>
Launch or Relaunch Campaign of the Year	>
Best Government or Public Sector Campaign	>
Best PR-Led Brand Partnership	>
Corporate Social Responsibility or ESG Campaign	>
Pro Bono Campaign of the Year	>
Best Use of Research, Insights & Strategic Planning	>
Best Media Relations-Led Campaign	>
Best Use of the Creator Economy	>
Best Use of Strategic Communications - NEW	>
Non-Traditional Campaign of the Year	>

People Categories

Emerging PR & Communications Talent of the Year	>
PR Professional of the Year	>
PR Leader of the Year	>

Business Categories

Best PR Employer	>
Best In-House PR Team	>
PR Agency of the Year - Boutique/Small (1-6 staff)	>
PR Agency of the Year - Midsize (7-25 staff)	>
PR Agency of the Year - Large (26+ staff)	>
Strategic Communications Team of the Year - NEW	>

Use the standard framework for all Campaign Entries:

- Brief
- Budget & Resources
- Insight
- Strategy and Planning
- Execution and Craft
- Results & Effectiveness
- Spotlight



Best Social Media or Digital-Led Campaign

This category demonstrates a creative, fresh and innovative use of social media or other use of digital media as a critical part of a communications strategy.

The category is for an initiative, process change, technology implementation, or campaign which has led to a significant industry change, business methodology change, or change in public perception of a brand, individual or industry, purely or predominantly through the effective, creative use of social media.

Judges seek proof that digital channels drove engagement, action or measurable business outcomes.

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Best B2C Campaign

For campaigns targeting consumers to promote, launch or reposition a brand, product or service.



Best B2B Campaign

Recognises campaigns designed to connect with business audiences and decision-makers, driving awareness, consideration, or demand.

Judges will look for:

- Depth of understanding of the business challenge and buyer context
- Strategic approach that demonstrates commercial or category impact
- Creative innovation in engaging hard-to-reach professional audiences
- Measurable contribution to business objectives (e.g. leads, revenue growth, client retention)

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Best Campaign with a Small Budget

A campaign targeting a business or consumer audience to promote a brand or product, introduce a new product or service, or connect a new audience with an existing product or service with a total budget of less than \$50,000 AUD.

Total spend under **AUD \$50,000 (ex. GST)** including agency fees, media, talent, and production.

Judges will look for:

- Smart, resourceful problem-solving and efficient use of budget
- Evidence of creativity under constraint
- Clear demonstration of impact relative to spend



Best Use Of Owned Media

This category is for an entry from an in-house communications team or agency that demonstrates exceptional skill and innovative thinking in the use of an organisation's owned media properties to significantly boost the reputation of that organisation and its related products and/or services.

Outstanding use of owned channels such as websites, newsletters or podcasts to achieve measurable outcomes.

Judges will look for:

- Integration of owned channels within broader communication strategy
- Quality and originality of content
- Demonstrable contribution to brand awareness, reputation, or engagement

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%



Best PR-Led Content Creation

Exceptional content created or led by in house or agency PR teams that earned attention and delivered results.

The content must have driven engagement, earned attention, and aided in the success of the campaign for the client.

Judges will look for:

- Strong creative idea rooted in audience or cultural insight
- Integration of content into wider brand or campaign strategy
- Tangible impact (engagement quality, reach, or business results)





Best Internal Communications or Change Management

Communications that successfully engaged employees or internal stakeholders to drive cultural or behavioural change. Entries must demonstrate exceptional skill and innovative thinking in internal communications, whether for ongoing strategic communications or short-term projects.

Judges will look for:

- Clear objectives and stakeholder mapping
- Innovative engagement tactics or storytelling
- Measurable improvement in employee understanding, sentiment, or participation

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Launch or Relaunch Campaign of the Year

Outstanding launches or relaunches that built awareness, repositioned brands or reignited relevance. Relaunches are also eligible for entry where the repositioning of the brand was significant.

Judges will look for:

- Clear articulation of the challenge and objectives
- Strategic creativity in launch approach
- Measurable impact on awareness, engagement, or sales





Best Government or Public Sector Campaign

Campaigns for or by government and public organisations that achieved measurable community outcomes.

Winners in this category demonstrate a successful approach to canvassing, engaging and influencing a specific community, whether defined geographically or by shared interest.

This category is eligible for entries from agencies working for government departments, or communications teams within governmental or publicly-funded organisations.

Judges will look for:

- Strong research and stakeholder insight
- Clarity of objectives and social or behavioural outcomes
- Measurable community impact and effectiveness in delivering change

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Best PR-Led Brand Partnership

Collaborations where PR thinking drove partnership success. Entries should outline the reason for the partnership, the research and insights that led to the partnership formation, the process undertaken to bring the two organisations together, the outcome of the campaign and to what extent the partnership has led to ongoing cooperation between the two brands.

Please show evidence of the originating idea for the partnership, illustrate how it came to life and the impact.

Judges will look for:

- The strategic rationale for the partnership
- Originality of idea and execution
- Shared objectives and balanced outcomes for both brands
- Ongoing or extended impact beyond the campaign period





Corporate Social Responsibility or ESG Campaign

Authentic initiatives that delivered social, environmental or community benefit.

A campaign or project designed to implement and promote a position of corporate social responsibility, with emphasis on ethical, sustainability-led or community initiatives. The entry should clearly demonstrate how a business or organisation developed and communicated a program to deliver benefit with a social rather than commercial objective.

Judges will look for:

- Authentic alignment between initiative and brand purpose
- Clear social or environmental outcomes
- Transparency of measurement and reporting

Pro tip: Consider your wider client roster before entering. Judges are encouraged to factor in your wider client partners for potential misalignment with this category.

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Pro Bono Campaign of the Year

Work delivered for no fee that achieved significant outcomes for a client or cause.

This category recognises a campaign which an agency carried out for no cost beyond covering basic out-of-pocket expenses. Please demonstrate what the campaign achieved for the client or good cause.

Judges will look for:

- Creative use of limited resources
- Evidence of real impact for the client, community or cause
- Sustainable or ongoing benefits beyond initial campaign





Best Use of Research, Insights & Strategic Planning

Celebrates campaigns where the application of data and insight drove success.

This category recognises a campaign or activity built upon a solid, actionable insight or piece of research revealing something new or unexpected about a consumer or audience. The jury will be looking for evidence of insight, quality of thinking and how the insight informed the development of the strategy, with a clear explanation of the research process and audience demographic.

This category replaces *Best Use of Research and Insights*, expanding its focus to include the role of planning and evaluation.

Judges will look for:

- Quality and originality of research or insight
- Clarity of strategic planning and linkage to outcomes
- Evidence of how insight shaped creative and executional choices
- Proof of effectiveness against defined objectives



Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%

Best Media Relations-Led Campaign

Campaigns led by earned media relationships and storytelling.

This category recognises a media relations-led campaign that demonstrates an impressive approach to proactively working with media.

The award is for an initiative, process change, technology implementation, or campaign which has led to a significant industry change, business methodology change, or change in public perception of a brand, individual or industry, purely or predominantly through media outreach by the PR agency or communications team.

Judges will look for:

- Strategic media approach and creativity in pitching or storytelling
- Clarity of objectives and context
- Tangible impact on awareness, sentiment or reputation

Best Use of the Creator Economy

Recognises creative, ethical and effective collaboration with creators, influencers or talent partners to deliver measurable outcomes.

Judges will look for:

- Alignment between creator and audience insight
- Authenticity of the partnership
- Transparency of relationship and compliance
- Evidence of effectiveness (conversion, advocacy, or brand lift)

Scoring

Insight or Idea
25%

Strategy & Planning
30%

Execution & Craft
15%

Results & Effectiveness
30%



Best Use of Strategic Communications

NEW

For long-term or complex programs that build trust, reputation or stakeholder engagement.

Includes corporate affairs, issues management, policy influence, and ESG initiatives.

Judges will look for:

- Depth of stakeholder understanding
- Long-term strategy and adaptability
- Measurable impact on perception, trust, or behaviour
- Integration with wider organisational goals





Non-Traditional Campaign of the Year

This award recognises PR agencies and communications teams that are doing great work outside the traditional scope of PR and opening up new opportunities for themselves and the industry.

Eligible work may include campaigns that applied communications thinking to behaviour change, customer experience, product innovation, data storytelling, creative technology or community engagement - any initiative that redefined what PR can do.

Judges will look for:

- Clarity of the opportunity and rationale for breaking category norms
- Innovation in approach or business model
- Demonstrated commercial, social or reputational impact
- Evidence that the work created new opportunities for the entrant or the industry

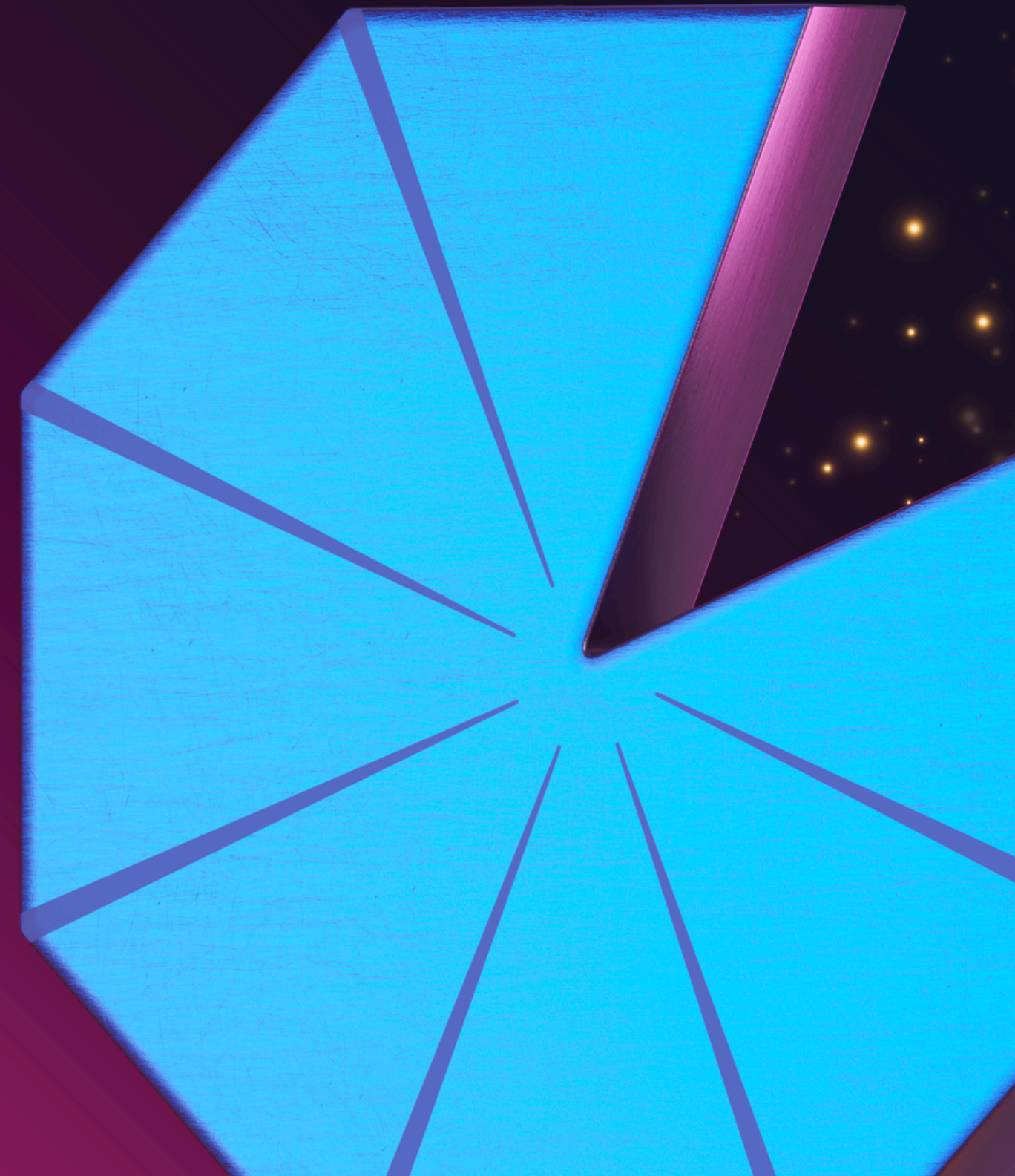
Scoring

Opportunity & Innovation
25%

Strategic Solution
25%

Execution & Craft
20%

Results & Effectiveness
30%



People Categories

These awards celebrate the individuals shaping the future of PR and communications, from rising stars to seasoned leaders.

Entries can be self-submitted or nominated by an employer, colleague, or client.

How to Enter

A GUIDE TO PEOPLE-BASED CATEGORIES

These categories can be self-entered or nominated by the person's organisation. Please limit your entry to 800 words or less.

Entries should be structured under the following headings:

- Biographical details on career to-date
- Achievements internally and on behalf of clients
- Three testimonials from colleagues, managers, media contacts, clients or other stakeholders. Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Entries must be uploaded to **mumbrella.com.au/commsconawards** via the awards entry portal.

Where additional material is to be supplied, it must be an embedded link or uploaded attachment. Entries should focus on the person's work, not the presentation.

Supporting material should be digital, not physical. You may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs, audio and video files up to 5MB.)



FREE TO ENTER*

Emerging PR and Communications Talent of the Year

Recognises an outstanding practitioner with **up to three years' experience** who demonstrates creativity, leadership potential and tangible impact within their organisation or clients.

Judges will look for:

- Evidence of creative problem-solving and initiative-taking
- Measurable impact on campaigns, culture, or clients
- Professional growth and leadership potential
- Contribution to the wider PR and communications community

***This category is free to enter. Please contact events@mumbrella.com.au to submit your entry.**

Scoring

Achievements & Impact
70%

Three Testimonials
30%

PR Professional of the Year

Honours an exceptional PR practitioner who has delivered consistent excellence and influence across the industry, either in-house or within an agency.

If the jury so wish, they may decide to award an in-house winner and an agency winner in the event of strong entries from each.

Judges will look for:

- Outstanding professional achievements and results for clients or the organisation
- Evidence of leadership, mentorship, and innovation in practice
- Positive contribution to the reputation and advancement of the industry

Scoring

Achievements & Impact
45%

Contribution to the Industry & Innovation
25%

Three Testimonials
30%



PR Leader of the Year

Recognises an individual who has taken a leadership role in advancing the profession and inspiring others.

This may include agency founders, heads of communications, or association leaders.

Judges will look for:

- Visionary leadership and measurable business or organisational growth
- Influence on industry practice, culture or reputation
- Evidence of mentoring, inclusion and talent development
- Long-term contribution to PR's credibility and impact



Scoring

Industry Leadership & Impact
40%

Organisational or Business
Performance
30%

Three Testimonials
30%



Business Categories

These categories celebrate the organisations that set the standard for excellence, through culture, innovation, and performance.

How to Enter

A GUIDE TO BUSINESS-BASED CATEGORIES

Each entry should be **no more than 800 words**, supported by **up to five examples of work** and **three testimonials** (written or video).

Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of 'O' will be recorded)

As supporting material, you may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs, audio and video files up to 5MB.)

Entries must be uploaded to mumbrella.com.au/commsconawards via the awards entry portal.

Where additional material is to be supplied, it must be an embedded link or uploaded attachment. Entries should focus on the work, not the presentation.

Supporting material should be digital, not physical. You may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs, audio and video files up to 5MB.)



Best PR Employer

Recognises the agency or in-house team that provides an exceptional workplace, fostering creativity, wellbeing and professional growth.

Judges will look for:

- Positive and inclusive working environment
- Transparent internal communication and leadership
- Evidence of training, development and career progression
- Strong values, purpose and staff satisfaction



Scoring

Working Environment
& Conditions
20%

Communications with Staff
20%

Career Development
& Training
20%

Culture & Values
10%

Three Testimonials
30%

Best In-House PR Team

Recognises the most effective in-house communications team that demonstrates exceptional collaboration, creativity and measurable business impact.

Judges will look for:

- Clear articulation of team purpose and structure
- Strategic initiatives and campaigns that delivered tangible results
- Positive organisational impact, stakeholder engagement, or culture change
- Evidence of professional development and innovation

In 800 words or less, the following criteria is worth 70%:

- Explain what makes the business and its communications team a great place to work, including working conditions, career development, training or other benefits
- State how the team is structured
- Challenges faced during the year of assessment and how they were met

The following criteria is worth 30%:

- Three testimonials from clients, staff or stakeholders (10% x 3 = 30%)
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words.
- If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Scoring

Achievements & Impact
40%

Team Culture, Collaboration
& Growth
30%

Three Testimonials
30%



Strategic Communications Team of the Year NEW

For teams that have delivered sustained excellence in corporate reputation, stakeholder engagement or issues management.

Judges will look for:

- Clarity of team mandate and measurable outcomes
- Proactive, insight-led reputation management
- Strategic influence across business or government decision-making
- Collaboration, inclusion and continuous improvement

In 800 words or less, the following criteria is worth 70%:

- Team & Culture: What makes the business and its communications team a great place to work, including structure, working conditions, training, and professional development.
- Strategic Influence: How the team shapes organisational direction, reputation or policy, and manages relationships with key stakeholders such as executives, employees, regulators, media or community partners.
- Challenges & Response: The key challenges faced during the year and how they were addressed through strategic communications, stakeholder engagement or reputation management.
- Impact & Effectiveness: The tangible outcomes achieved, including improvements in trust, reputation, sentiment, stakeholder satisfaction or organisational performance.

The following criteria is worth 30%:

- Three testimonials from clients, staff or stakeholders (10% x 3 = 30%)
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words.
- If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Scoring

Strategy & Insight
20%

Execution & Influence
20%

Results & Effectiveness
30%

Three Testimonials
30%



PR Agency of the Year – Boutique / Small (1–6 Staff)

This category recognises PR consultancies and agencies ranging in size from solo operators to 6 members of staff.

For agencies of up to six staff members that have delivered outstanding work, strong client results, and sustainable business performance.

Judges will look for:

- Clear ethos and positioning
- Client case studies demonstrating measurable impact
- Financial health and growth metrics
- Culture, innovation and contribution to industry progress

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, how does it go about business, and how does it have an impact on the wider industry? **(10%)**
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf **(40%)**
- What was the agency's business performance during the judging period? Please provide a statement from agency chief financial officer or equivalent, confirming the numbers **(20%)**
- Please state the highest and lowest staff count during the judging period and at what date those staff counts were applicable
- Three testimonials from clients, staff or other stakeholders **(10% x 3 = 30%)**
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words.
- If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Scoring

Agency Ethos & Innovation
10%

Client Case Studies
40%

Business Performance
20%

Three Testimonials
30%



PR Agency of the Year – Midsize (7–25 Staff)

This category recognises PR consultancies and agencies ranging in size from 7 members of staff to 25. Recognises agencies balancing creativity and scale while delivering commercial and cultural success.

Judges will look for:

- Consistent high-quality client work with measurable outcomes
- Evidence of innovation in services, tools, or partnerships
- Business growth and stability
- Investment in people and professional development

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, how does it go about business and how does it have an impact on the wider industry? **(10%)**
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf **(40%)**
- What was the agency's business performance during the judging period? Please provide a statement from the agency chief financial officer or equivalent confirming the numbers **(20%)**
- Please state the highest and lowest staff count during the judging period and at what date those staff counts were applicable
- Three testimonials from clients, staff or other stakeholders **(10% x 3 = 30%)**
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words.
- If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Scoring

Agency Ethos & Innovation
10%

Client Case Studies
40%

Business Performance
20%

Three Testimonials
30%



PR Agency of the Year – Large (26+ Staff)

For larger consultancies demonstrating excellence in leadership, innovation and consistent client results.

This category recognises PR consultancies and agencies with more than 25 staff. PR agencies which are part of a global network and able to call on international technology, infrastructure or resources should enter this category, regardless of the number of staff employed locally.

Judges will look for:

- Strategic leadership and influence in the industry
- Scale of work, innovation and measurable impact
- Financial and operational performance
- Commitment to culture, inclusion and professional standard

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, and how does it go about business and how does it have an impact on the wider industry? **(10%)**
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf **(40%)**
- What was the agency's business performance during the judging period? Please provide a statement from agency chief financial officer or equivalent, confirming the numbers **(20%)**
- Three testimonials from clients, staff or other stakeholders **(10% x 3 = 30%)**
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words.
- If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note that where no testimonials are provided a score of '0' will be recorded)

Scoring

Agency Ethos & Innovation
10%

Client Case Studies
40%

Business Performance
20%

Three Testimonials
30%



Final Notes

- Entries using AVEs as a primary metric will receive a low score for results.
- Judges may request additional verification of results.
- If only one entry is shortlisted, the jury may still award a winner if it meets the standard of excellence.
- Entries that misrepresent or obscure partner roles may be disqualified.

Key Dates and Entry Details

Milestone	Date
Eligibility Period	6 December 2024 - 5 December 2025
First Entry Deadline	5 December 2025
Final Entry Deadline (fee applies)	12 December 2025
Awards Ceremony	25 March 2026



Cost of Entry:

All entry fees are non-refundable regardless of circumstances, including disqualification, withdrawal or the jury choosing not to shortlist.

Cost of Entry: \$429 AUD + GST per category
Late Entry: \$529 AUD + GST per category

Entries must be submitted online via mumbrella.com.au/commsconawards

Tips for a Strong Entry:

- Frame results in the language of business or behavioural outcomes.
- Be transparent about budget and scale.
- Use visuals to make data clear (charts or graphs may be included).
- Focus on clarity and substance, presentation quality does not influence scoring.
- Ensure client approval for joint entries.



TERMS, CONDITIONS AND DETAILS

All entries are to be submitted online on the event website;
Mumbrella.com.au/commsconawards

The written portion of the entry should be submitted via the online entry portal. If additional material is to be submitted, it must be supplied as a link to an online location where the work can be viewed or as a supporting document which can be uploaded.



Winner Acceptance:

At least one representative of each submission must be available on the night of 25 March 2026, to collect the award if successful.

The jury will select one winner from the shortlisted entries in each category. In the unusual case where only one entry is shortlisted in a category, the jury may still award a winner if it meets the standard of excellence.





Further Details:

Please limit each entry to the word limit stated for the category.

In providing financial results, percentage growth is acceptable but please note, the more data that can be provided, the easier it will be for the judges to determine success.

In all cases, please focus on the work, not the presentation of the entry. The jury will not be awarding points based on production values of the entry.

Supporting material should be digital, not physical.

Where appropriate, joint entries from more than one agency are welcome, and indeed encouraged. The jury does not wish to see more than one entry in the same category for the same piece of work, so solo agency entries should ensure they have client sign-off.

Care must be taken to credit collaborating partners in the entry. The jury may choose to exclude work which obfuscates or misrepresents the role of the submitting agency.

An entry may be submitted into more than one category where relevant.

The period being judged comprises work in market during the 12 months preceding the closing date for entries, i.e. 6 December 2024 to 5 December 2025.

The decision of the jury is final, except where new information comes to light after judging, in which case a ruling may be made by Mumbrella CommsCon Awards and parent company Mumbrella Media in consultation with jurors. Where misleading information is supplied, regardless of intention, we reserve the right to disqualify entries.



Further Details:

All entries submitted must have been created within the context of a commercial relationship with a client, (except in the case of non-profit organisations). The client must have been invoiced for the majority of costs incurred in the creation of the work.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

We reserve the right to move entries across categories where it is appropriate to do so.

Should the entrant decide to withdraw work, the event manager in charge of the event must be notified in writing before the shortlist is announced. In the instance that work must be withdrawn, entry fees are non-refundable.

Information contained in the entry may be used in the voiceover at the awards presentation or elsewhere unless otherwise requested in the entry.

Questions:

Faye Winarta

Event Manager

fwinarta@mumbrella.com.au

0412 641 505

Submissions can be made only via the Mumbrella CommsCon Awards website. Please note that the entry system has been simplified to put the emphasis on content rather than production levels for the entry. Please do not create a PDF as your main entry. However, you will have the opportunity to upload supporting documents along with your written entry.

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