



Annual Report 2023





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Welcome to the 2023 IHAC Annual Report.

The year began with a return to some semblance of normalcy after a globe-shifting pandemic. Along the way, we witnessed the emergence of another viral phenomenon that's likely to shape the future in even more meaningful ways. The emergence of Generative AI was omnipresent, but it wasn't the only hot topic for the year.

Growth of in-housing

We saw the In-House Agency model grow and mature. Our latest In-House Agency Landscape research conducted in partnership with Kantar found that 78% of Marketers in Australia are now working with an in-house agency, placing Australia second only to the USA in terms of penetration of the model.

We welcomed new members and partners. Brands like Adobe, CommBank, Endeavour Group, Getty Images, Keypath, NRMA, Officeworks, Seek, Seven, Storyteq, TAL and Tourism Australia all joined our community.

Importance of Creativity

We kicked off the year with Liquid Death Mountain Water VP of Creative Andy Pearson who dialled in from LA to share his unique perspective on creativity in-house. We celebrated IHAC Award-winning work from Canva, Sportsbet, Treasury Wines and NewsCorp. Congratulations again to the Canva team for taking out the In-House Agency of the Year Award.

Learning and Capability Building

We learned a lot this year. From masterclasses on Adobe Creative Suite to roundtable discussions on creative automation, and values-based marketing, our most attended event for the year was the excellent briefing masterclass. To top it off we launched Australia's first-ever In-Housing Summit to a full house, welcoming members and partners to share learnings and collaborate.

Generative AI

Of course, we can't go past the topic of the year, Generative AI. Seemingly present in every conversation. We heard from early adopters how they use AI to analyse briefs, generate ideas, and write copy. The Sportsbet team showed us how they're using Midjourney to make more effective ads in 10% of the time. At the other end of the spectrum, we heard that 15% of our members are feeling concerned about the impact of AI on their team or their roles, which is something we should all keep in mind as we navigate the coming change. Importantly we found that the vast majority are excited by the prospect of using AI to enhance their capabilities, but finding it difficult to make the time to learn and upskill.

Watch this space, we're partnering with the team at [-lution](#) on something special here.

Looking forward

2024 is shaping up to be a massive year, with lots of great initiatives to come, AI will be high on the agenda again, along with in-house media and creative operations. I encourage you and your teams to get involved and invite your friends and colleagues in the industry to join our community.

In closing, I'd like to thank our IHAC team, Abby, Rach, Wendy and Dina for their drive and dedication to making this growing community what it has become. Thanks to our IHAC board members, our members and partners for their contributions, their knowledge, and their generosity of spirit which is what makes this community thrive.

Thanks for a fantastic 2023 and here's to an even bigger 2024!

Chris Maxwell
Executive Chairman - IHAC



Mission Statement

Our Core Belief

We believe that In-House Agencies enhance effectiveness, improve efficiency, promote ownership and positively impact culture.

Our Mission

We exist to help in-house or hybrid agencies in Australia unlock their growth potential by attracting the best talent, building capability, sharing best practices.

Our Strategic Priorities

Sharing Best Practice
Building Capability
Industry Advocacy

Our Values

Generosity - We share to learn and make everyone better.
Learning - We're constantly learning and seeking 'a better way'.
Positivity - We help each other, rather than criticise.
Growth - For you, for your team and for your business.

Sharing Best
Practices



Building
Capability



Industry
Advocacy



Our Board Members



Mike Connaghan
Managing Director of
Commercial Content
NewsCorp



Michael Sinclair
Brand & Marketing
Advisor



Chris Maxwell
Executive
Chairman
IHAC



Gab McKenzie
Head of Marketing
Activation
MYOB



Angela Greenwood
Chief Marketing
Officer
Youi Insurance



Belinda Watson
Head of Marketing
Activation
MYOB



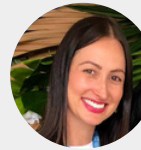
Sheena Sudra
Executive Director, CX,
Marketing
& Product (Asia Pacific)
Keypath Education



Tim Hernadi
GM Marketing
Sportsbet



Vinetha Manthena
Executive Manager
Paid Media
Commonwealth Bank



Katie Dally
General Manager
of Creative
Endeavour Group



Melissa Hopkins
Chief Marketing &
Audience Officer
Seven West Media



Working in-house can sometimes mean having limited exposure to new media, key trends and fresh opportunities. IHAC opens this up for members, by bringing a new perspective; effectively bringing the outside view in." - Melissa Speers, MYOB

Our community

The IHAC community makes up a significant and growing segment of the Australian Media & Marketing landscape. We welcomed new members and partners in 2023; Adobe, CommBank, Endeavour Group, Getty Images, Keypath, NRMA, Officeworks, Seek, Seven, Storyteq, TAL and Tourism Australia. IHAC members are key decision makers, innovators and senior managers that work in-house for brands like...



"I can't wait to be a part of this community and to have access to other really inspiring creative people we can tap into, share ideas and learn from."
- Elsa Beaumont, Treasury Wine Estates

2023 by the numbers

1463

Total attendees at
events /meetings

446

Marketers and IHA
professionals in our
community

43

events / meetings
conducted in 2023

100+

brands in our
community

7249 HOURS

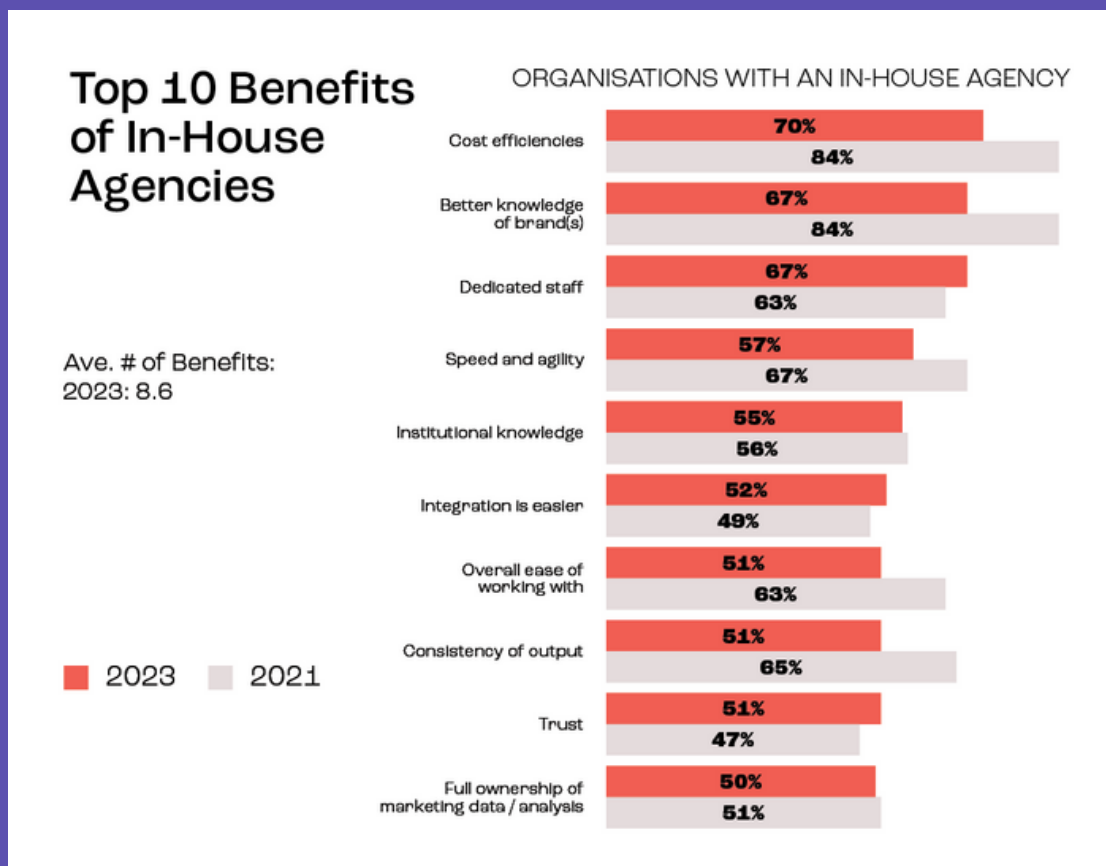
of sharing best practice, building capabilities
and advocating for the industry

Landscape Report

The highly anticipated In-House Agency Landscape Report 2023 is now available to download from the IHAC website. Within the report you will find data on benefits, opportunities, trends and challenges. We also took the opportunity to deep dive into another fundamental change coming down the pipeline; the emergence of generative AI capabilities and what they mean for the future of marketing.

Our partners were Jacqui Brandt and the team at Kantar, without their guidance and support, this would not be possible. Thanks also to our teams at IHAC and -lution for doing much of the groundwork to make this happen. We do this to further the industry, and we hope you get something valuable out of it.

Download the report at <https://www.ihac.com.au/reports>



"Feels like the worm is starting to turn on in-house agencies, IHAC was set up at the perfect time to ride this wave, and get support from Australian businesses and marketing teams" - Charlie Gearside, Eucalyptus

Our expert speakers



Cameron Luby

Strategic Marketing Leader
- OPTUS

Collaboration & Competition
Members Meeting
Feb 2023



Kate Rourke

Head of Creative Insights
- Getty Images

VisualGPS Insights tool
Masterclass
Feb 2023



Andy Pearson

VP Creative
- Liquid Death

Taking Risks
& Creative Marketing
Members Meeting
April 2023



Sophia Warren

Senior Enterprise Sales
Director - Double Verify

Aligning advertising
with customer values & ethics.
Masterclass with Double Verify
June 2023



John Corba

Creative Director
- Sportsbet

Benefits of AI in advertising
Members Meeting
June 2023



Ankita Shetty

Creative Strategist
- TikTok

Recut, Remix, Reimagine
Masterclass
Sept 2023



Irene Joshy

Regional Creative Head
- Kantar

Benefits of AI in advertising
Members Meeting
June 2023



Chris Heywood

Head of Creative
- Techtronic Industries

Tips and Briefing Framework
Briefing Masterclass
Nov 2023



Anna Curtin

Creative & Media Manager
- Penfolds

Tips and Briefing Framework
Briefing Masterclass
Nov 2023



Gab McKenzie

Head of Marketing
Activation - MYOB

Tips and Briefing Framework
Briefing Masterclass
Nov 2023



"Sharing is learning...with an appetite to get better and help solve things as openly as possible as a group." - Raman Goraya, Sportsbet

The highlights

Grew the IHAC team!

Welcomed both Abby Blackmore and Wendy Dean to the IHAC team bringing incredible experience and positive energy to the team.

In-house agency summit

The summit provided networking, learning, and personal growth, allowing our community to connect with industry experts and gain valuable insights. The Rydges Resort provided the perfect backdrop for our event.

Expert panels

At the IHAC Briefing Masterclass, our expert panel; Chris Heywood (TTI), Anna Curtin (Penfolds) and Gab McKenzie (MYOB) shared their insights and strategies, leaving our participants feeling empowered and inspired to deliver clear and compelling briefs.

Exclusive Reports

We provided our community with the exclusive 2023 Kantor Landscape Report and In-House Media Report, valuable resources with industry stats and insights.

The IHAC Awards

Creative work is acknowledged through our awards - it serves as a testament to the dedication, talent, and passion that went into its creation. Our Winners included Sportsbet, Treasury Wines, NewsCorp and Canva.

Masterclasses & hot topic roundtables

Our main roundtable topic for the year was collaboration between in-house teams & external agencies, our members meetings included Let's Talk Everything AI with Sportsbet & Kantar, Andy Pearson Vp Creative at Liquid Death and our Masterclasses by Getty images, Double Verify and TikTok.

Creative think tank

These are an excellent way to cultivate innovation and generate fresh ideas. Topics discussed in 2023 included data driven decisions, leveraging tech to scale production, demystifying creativity and In-house/hybrid models and workflows.

Christmas Parties

The energy and excitement in the air were simply electrifying. Held at Rooftop on Botswana Butchery (Sydney) and the Arbory Bar & Eatery (Melbourne) - partners, members, and staff mingled, creating an atmosphere of camaraderie and warmth. The joy and cheer were contagious, making it impossible not to get caught up in the festive spirit.



"Getting to speak to your peers in marketing and in in-house agencies and share ideas to better understand how they operate, how they work, grab some nuggets of information to hopefully make things better at TTI."

- Lee Gooch, TTI Brands

IHAC AWARDS 2023

We were proud to champion, showcase and celebrate the great work in-house agencies in Australia are doing on a daily basis. Work that goes beyond just creativity and delivers a real business and brand impact. We thank everyone for taking part in the inaugural IHAC Awards and look forward to seeing even more brilliant work in 2025.

The Winners

WINNER
IHAC AWARD FOR IN-HOUSE
AGENCY OF THE YEAR

Canva

WINNER
IHAC AWARD FOR
BEST INNOVATION

sportsbet ✓

WINNER
IHAC AWARD FOR BEST
INTEGRATED CAMPAIGN



TREASURY
WINE ESTATES

WINNER
IHAC AWARD FOR BEST
CREATIVE WORK



TREASURY
WINE ESTATES

WINNER
IHAC AWARD FOR
AGILITY



News Corp Australia

Thank you to our partners & judges

Nick Garrett
Denny Handlin
Gavin Watson
Tim Hernardi
Angela Greenwood
Mike Connaghan

Alistair McCausland
Michael Sinclair
Sheen Sudra
Vinetha Manthena
Nick Thomas
Chris Maxwell

IHAC Summit

We held the very first dedicated in-housing summit in Australia! It was a momentous occasion that brought our vibrant community together for some in-person inspiration, experience sharing, and loads of fun!

Presented by IHAC and -lution, and sponsored by Storyteq, this event brought together professionals from the marketing industry to discuss the future of in-house agencies and emerging trends.

The In-House Agency Summit united IHAC members and non-members from all corners of our industry. We explored the future of in-house agencies and emerging trends. It was a warm, friendly atmosphere filled with valuable insights, practical knowledge, and fantastic networking opportunities.

Our experts



Jeremy Jones - Global Group Creative Director and Head of Campaigns for Wink @Mailchimp



Jemma Downey - Group General Manager, Commercial Excellence - Asahi Beverage



Guido Derkx - Co-Founder and Chief Commercial Officer - Storyteq



Tim O'Neill - Co-founder, Time Under Tension



Katie Balloch - Creative Operations Canva;
Elliot Struck - Creative Director, Canva;
Michael Webster - Creative Director of Brand, Canva



Satya Upadhyaya - Partner & Chief MarTech Officer - lution



Nick Thomas - Partner & Chief Strategy Officer - lution



Chris Maxwell - Founder & CEO, lution & Executive Chairman, In-House Agency Council

Thank you

storyteq™

HEADLINE SPONSOR

Plans for 2024

OUR CALENDAR...

Member meetings

We are committed to maintaining our bi-monthly rhythm of events. We understand the value of consistency and having a schedule that allows us to dive into exciting topics regularly.

Board meetings

By engaging with the board on a regular basis, we create a collaborative environment. Their valuable feedback helps us ensure that our agenda aligns with the needs of our members, while also staying ahead of the ever-evolving industry landscape.

External speakers / inspiration

Our goal for 2024 is to provide you with a diverse range of industry specialists who offer fresh insights, innovative ideas, and practical strategies for success.

Change to IHAC Awards

We've made the decision to push the IHAC Awards to 2025. The reason for this is to ensure they perform the intended purpose, which is to prepare our IHA teams to enter into Industry Awards such as Cannes, Mumbrella etc. Our goal is to also ensure that the IHAC Awards truly showcase the best of the best in our industry in 2025.

Quarterly Specialist Groups

Our primary focus is to provide members with the utmost value and an exceptional learning journey. We are dedicated to refining our sessions and ensuring that each one adds significant value to our members' lives.

"Hot topic" events

We will continue to offer opportunities for members to build their skills in areas of interest. We have our first masterclass in February. We plan to execute at least 4 Masterclasses and roundtables each quarter.



"In-house agencies experience certain challenges that external agencies often don't, so it has been invaluable to be part of a creative community where we can share our knowledge or come together to help solve a particular problem with 'like-minded' colleagues."

- Cathie Connors - Australia Post

Plans for 2024

BUILDING CAPABILITY

Freelancer Black Book

We aim to get this off the ground properly this year to help IHA's sale and grow.

AI Immersion Event

It's going to be a captivating in-person experience filled with innovation, practical applications, and hands-on learning. Whether you're a beginner or an experienced practitioner, this event will cater to all levels of expertise and leave you feeling empowered and inspired.

Talent/jobs board

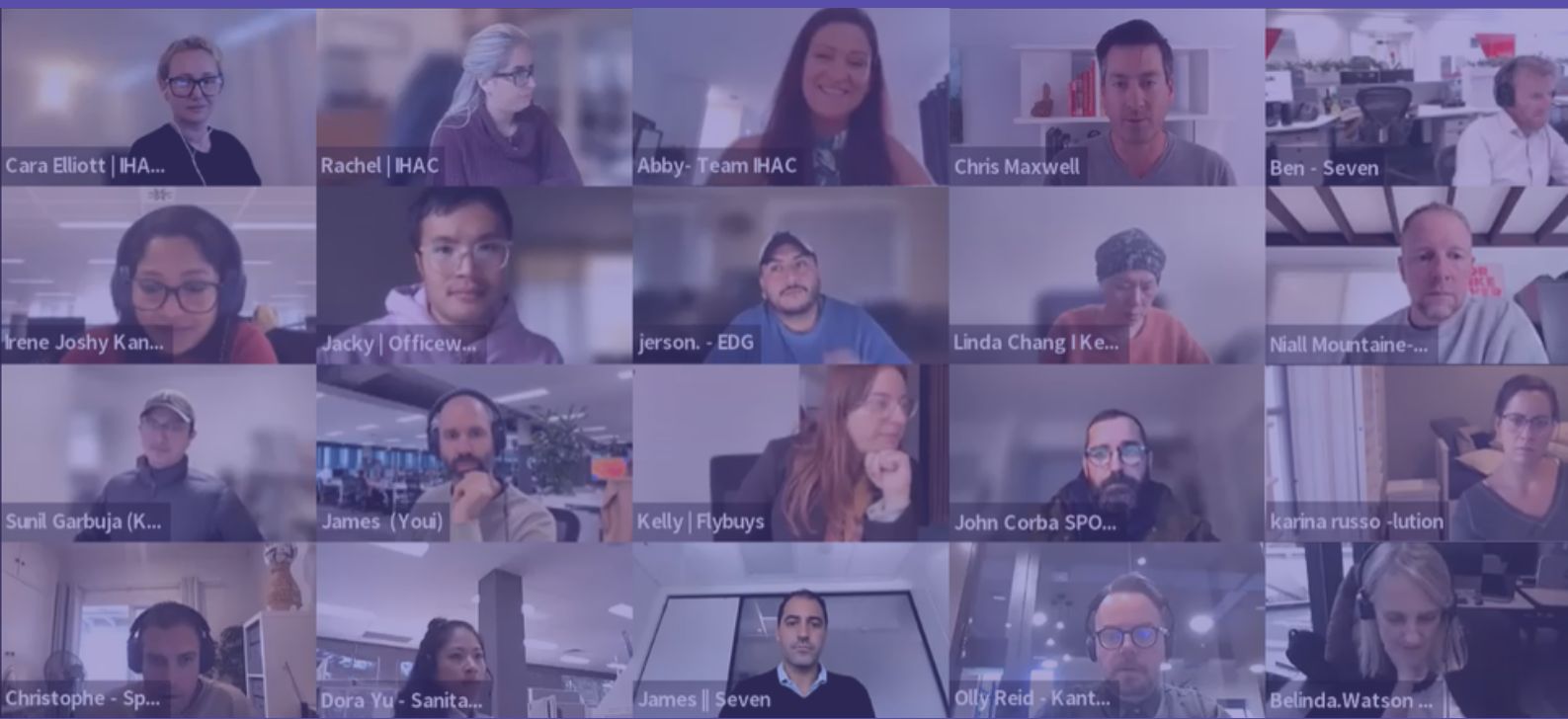
There are various ways we could help IHA's attract & grow their teams and hope to get a jobs board going this year.

Member stories/case studies

Producing regular stories and case studies is a powerful method for learning. We intend to provide more opportunities for our members to share their knowledge and experiences for the benefit of their own brands and the industry as a whole.

Secondment program

There is definite interest in this program but working from home has made it tricky to get going. It's still a priority to get this up and running. It can be a real differentiator for IHAC and add huge value to members.





*Thank you for being an invaluable
member of the IHAC Community!*



www.ihac.com.au

FOR ANY QUERIES PLEASE CONTACT

team@ihac.com.au

"When you become a member of IHAC, you join a community of peers who all have the same goal – to share best practices, to build capability and grow as individuals and teams."

Chris Maxwell
IHAC Executive Chairman