The Marketing Academy Australia | Scholarship

Australia 2021 Scholarship Program Guide

Turning the marketing talent of
today into the leaders of tomorrow

The Australia 2020 Scholarship Program was sponsored by

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What we believe

There are many development programs which will teach you how to be a better marketer and many more that can tell you how to become a better leader. We deliver the only program that will also show you why.

We believe that marketing, media and advertising at its best is the means to create a powerful & meaningful impact on the citizens of our planet. The only function and industry that truly influences the way people think, the choices they take and the decisions they make. For this collective power to be wielded in a positive way, our talent needs to be nurtured & developed.

We are dedicated to delivering programs that ensure the commercial and positive social impact of marketing, media and advertising is felt in every board room, now and in the future. A future which is in the hands of our emerging leaders.

We also believe that money should not be a barrier to the development of our talent. So, whilst highly selective, our programs are delivered free of charge.

We can do this because we unite a powerful, committed and engaged community of client side CEOs & CMOs, media and creative agency CEOs and subject matter experts from every marketing discipline in the industry who share their wisdom and knowledge on a pro bono basis.

Through our programs we:

– Identify the industry's brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding leaders

– Enable our emerging leaders to gain wisdom and experience from C-Suite leaders within diverse sectors and disciplines

– Provide a platform for high potential talent to learn best practice from around the globe, and be inspired to create world changing results

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Scholarship

“The Marketing Academy delivers the best marketing leadership programs in the world.”

Syl Saller
Former Global CMO
Diageo

Who we are

The Marketing Academy is a non profit organisation operating in the UK, Australia and the United States.

We identify and develop exceptional talent in Marketing, Media, Communications & Advertising by providing a forum for C-Suite executives, marketing experts, business leaders and coaches to inspire, develop and mentor an entire generation of future leaders.

We deliver programs for different levels:

THE FELLOWSHIP — for CMOs

THE SCHOLARSHIP — for emerging leaders

What we do

To deliver The Scholarship Program, we unite an entire ecosystem of brands, media owners, creative agencies, media agencies, academic institutes, and leadership organisations.

We bring together CEOs, CMOs, executive coaches, authors, experts, inspirational speakers, founders of charities and sporting legends who contribute to the curriculum on a pro-bono basis, ensuring the Scholarship is a totally unique and immensely powerful learning experience.

Every year, in each country, we select just 30 emerging leaders from within Marketing, Media, Communications and Advertising sectors to experience this part time program together.

There are over 700 Alumni of our programs around the world who enjoy ongoing development through powerful Alumni Programs operating in each country.

The Marketing Academy programs are highly selective. We only take those with the talent, drive, motivation and potential to be exceptional.

For those selected, our programs are completely free of charge.

"The Scholarship is like no other learning experience. Forget textbooks, assignments and exams – it's all about learning from inspirational leaders, being more self-aware and ultimately becoming the leader you want to be!"

Scholarship Alumni

The Scholarship Program explained

The curriculum is designed around our 4P modules. These are core modules through which we empower our Scholars to be the best they can be:

Personal Development

Be an extraordinary human

Unleash potential, build confidence, challenge beliefs & change behaviors, improve performance, supercharge communication skills

People Development

Be an inspirational leader

Build high performing teams, inspire phenomenal results, boost leadership skills, develop other leaders

Professional Development

Be an exceptional marketer

Skills development in marketing strategy, digital transformation, innovation, leading creativity, behavioral economics & more

Purpose

Be a change maker

Understand 'purpose' in every context, pay forward learning and be an ambassador for change

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The 4P modules are delivered across 4 learning streams

Residential Boot Camps

Three immersive events packed with leadership development, inspirational speakers & master classes

One-to-One Mentoring

Meet with up to 8 high profile experienced and influential CEOs and CMOs

Executive Coaching

Regular sessions with a dedicated Coach who will facilitate personal development

Access to TMA Global Virtual Campus

A supplementary curriculum of workshops, lectures & keynote sessions, attended by TMA Alumni. Scholars can invite colleagues to these exclusive events

The Australia Scholarship runs from March 2021 to November 2021.
Scholars invest around 15 days of time during the duration of the program

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Scholarship

"The Scholarship Program rocked my world and pulled back the curtain on just how big of a difference true leadership can make – far beyond the confines of the marketing profession – to everything we do."

Scholarship Alumni

Selection Criteria

Whether your experience is in a B2C or B2B brand, public or charity sector, media or creative agency, media owner or platform, entrepreneur or working for companies large or small, all applicants are assessed equally against strict criteria.

What we're looking for in the ideal Scholar:

– Between 10 and 20 years in a marketing or agency role*

– Currently in a leadership role

– Highly ambitious to further career in marketing leadership, aspiring to board roles

– Demonstrates commitment to career with evidence of results and achievements

– High emotional intelligence & natural drive to succeed

– Evidence of commitment to broadening horizons, such as world travel or further education

– Interests in charitable, social, cultural, creative or sporting endeavours

– Employed on a permanent (not freelance) basis in Australia with no risk of resignation for the duration of the program

*Please note: We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered.

"If you are serious about demonstrating the strategic leadership and contribution that marketers can make, not just in your organisation but in the industry and society more widely, then unashamedly do everything you can to earn a place in The Marketing Academy. The experience of the boot camps, mentoring and coaching is truly unique and impossible to put a price on."

Scholarship Alumni

Selection Process & Dates

The Scholarship Program is free but highly selective, so we ask senior business leaders to **nominate** the best emerging leaders they know via themarketingacademy.org/au

All nominees automatically receive an **'Invitation to Apply'** which includes essential information about the 3 stage selection process.

DEC

Application

Submission deadline
18 December 2020

This 3-part application must include submission of a full CV, an 'Employers Endorsement' and a 2 Minute digital 'Showcase Me'

FEB

The Pitch

8th February to
19th February 2021

Successful applicants at application screening will be invited to make a 10 minute 'pitch' followed by a 15 minute Q&A. The Pitch will be in person where possible or via Zoom

MAR

The Panel

1st March 2021 to
12th March 2021

Successful applicants from The Pitch will be invited to a face-to-face interview with a selection panel of Marketing and HR Professionals

Attendance at the residential Boot Camps is mandatory for all Scholars and selection is contingent on availability to attend them in full.

Boot Camp 1

22nd March to
26th March 2021

Boot Camp 2

22nd July to
23rd July 2021

Boot Camp 3

15th Nov to
16th Nov 2021

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Scholarship

"As dramatic as it sounds, it's a life changing program. Be accepting to grow as a human being, a leader, a marketer and change maker – because that will happen. Without a doubt, the best education or self-improvement experience I've done, and the one that's given the most tangible results and improvements. Don't let the cultish language of the Alumni scare you - it just really is that good and we all believe in it that much."

Scholarship Alumni

Important Stuff

Want to nominate someone?

You can nominate anyone you feel deserves a place on the Scholarship and who meets the criteria. There's no limit to how many you nominate, all you need is their name, company, job title, email and contact number.

We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via the Scholarship.

We rely on you, as a nominator, to help us identify a breadth of talent across the entire industry.

Go to themarketingacademy.org/au and click 'nominate now'.

About the costs

It's free to attend the program but, as a not-for- profit company, we don't contribute to any travel or accommodation expenses.

The residential Boot Camps require a total of 6 nights accommodation which must be paid by the Scholars or their employers.

How you can apply?

First you must be nominated by someone who knows you well i.e. your boss, peer, supplier, business partner.

Once they've nominated you, via our website, you'll receive an 'Invitation to Apply' which will tell you all you need to know about the selection process.

Ultimately, you'll need the support of your employer as you won't get through the selection process without an Employers Endorsement. You'll receive a form for your employer to fill in along with your 'Invitation to Apply'.

About the commitment

The program runs from March 2021 to November 2021 and to ensure the program creates the greatest impact, Scholars must dedicate around 15 days to program.

If a Scholar changes employer during the program or demonstrates a lack of commitment required to reap the benefit of the program, we reserve the right to terminate their place.

Scholarship places are not transferable.

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Scholarship

For more infomation

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The Marketing Academy Partners

These companies enable us to deliver our programs free of charge in UK, USA & Australia