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## ADELAIDE LIVE: Jane Ractliffe, Darren Woolley front hard-hitting agenda

9 February 2026

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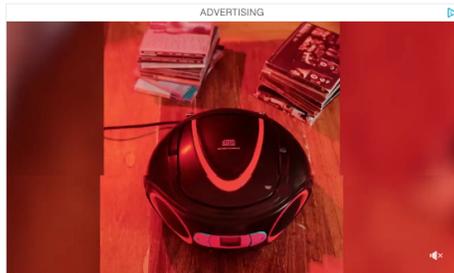
Adland, brace yourself: 2026 is set to shake up agencies, marketers and media owners like never before.

From economic shocks to media spend battles, agency power plays and marketing strategy overhauls, *AdNews LIVE Adelaide* is laying out the map to survive — and thrive — in the year ahead.



'Adland, where's the money?' will take place at the National Wine Centre on March 24. Following the previous sold-out conference, delegates are encouraged to register early for the high-stakes briefing.

"Adland has never faced a more dynamic set of challenges — from economic pressures to shifting media and regulatory landscapes. This program gives our industry the clarity it needs to thrive," *AdNews* publisher Assia Benmedjdoub said.



Headline speakers include Bendigo and Adelaide Bank Chief Economist David Robertson, Standard Media Index APAC MD Jane Ractliffe, Trinity P3 CEO Darren Woolley, SI Global Director Julia Vargiu, and Adelaide's top marketers, including Sam Wight, Benjamin Grindlay, Jessica Douglas and Erik de Roos.

*AdNews* would like to thank supporting partners Audience360, Blis, Carat, Nine and Solstice Network for their support, along with associate partners Boomtown, OMD & Jarvis, Listnr and Friends of AdNews AADC and AMC.

The program is featured below:

12:00pm Registration

12:30pm AdNews Welcome

12:35pm The Economic Roadmap: Risks, Trends and Opportunities

*Bendigo and Adelaide Bank Chief Economist David Robertson*

By popular demand, *Bendigo and Adelaide Bank Chief Economist David Robertson* returns with a sharp read on the economic forces shaping the year ahead. From growth and inflation to consumer confidence and spending behaviour, this session cuts through the noise to focus on what will actually shape decisions in boardrooms and businesses in 2026.

1:00pm Media Dollars: Where to Next?

*Standard Media Index APAC MD and Co-Founder Jane Ractliffe*

Media investment is fragmented, fast-moving and fiercely competitive. Guideline SMI APAC Managing Director Jane Ractliffe lays out where media dollars are really going, which channels are winning and which are under pressure. With macro trends and local spend under the microscope, this session exposes how the market is shifting and what it now takes to stay competitive.

1:25pm Adelaide Agencies: The State of the Pitch

*Trinity P3 Founder & Global CEO Darren Woolley*



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Pitching has become harder, faster and more decisive. This session unpacks what's happening in the national pitch market before turning the focus to Adelaide. Trinity P3 Global CEO Darren Woolley delves into East Coast competition and where SA agencies are winning or losing ground, revealing what it takes to compete nationally without losing local advantage.

1:55pm Afternoon tea break

2:25pm PANEL: Navigating Regulation, Policy and Platform Power

Nine Chief Data, Product & Technology Officer, Enterprise Suzie Cardwell, Audience360 Head of Product & Technology Shruteek Prasad, Carat Digital & Integration Partner Claire Bryan and Bliss Regional Director ANZ Elias Psarologos

The balance of power in digital is shifting. With privacy reforms, the news bargaining code and growing platform accountability all coming into play, the rules of the game are changing fast. This panel goes beyond headlines to provide a clear understanding of what stakeholders need to know, what changes are ahead and how industry is responding.

2:50pm Agency Outlook: M&A, Competition and Power

SI Global Director, Australia Julia Vargiu

M&A activity across national networks — including a headline Adelaide deal — is actively reshaping who holds power, who sets the terms and who gets left out. This session explores the outlook for agency mergers and acquisitions, examining the appetite for deals that these changes mean for the sector as a whole.

3:15pm PANEL: Inside the New Marketing Playbook

Mitsubishi Motors General Manager Marketing & Corporate Affairs Sam Wight, Adelaide University Chief Marketing and Communications Officer Benjamin Grindlay, Coopers Brand Manager Jessica Douglas and South Australian Tourism Commission Chief Marketing Officer Erik de Roos

Where is marketing money really moving in 2026? Adelaide's top-spending marketers step on stage to explain how decisions are being made, where investment is shifting and how they're navigating broader market forces. Expect frank views on marketing priorities, investment strategies and what agencies, media owners and tech platforms can do to deliver value.

3:55pm AdNews closing remarks

4:00pm Formalities conclude, networking begins

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

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We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



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Latest Comments

10:37 AM So well said - nice one Stu Rob Lowe on From Reach to Resonance - Why earned will dominate in 2026

10:07 AM Great article Bonnie! Robat, Marcus (MEB) on If your story doesn't live in audio, it's not reaching its full power

9:54 AM Congrats Deano! Carolynne Moore on Are Media appoints Dean Bishop to agency lead

6:28 PM Kinda interesting how a lot of Aussies still prefer TV and radio. Makes me wonder if it's just habit... Mark Wilkinson on 84% of Australians are watching TV each week

1:09 PM Congrats and great job from the team at Lachlan Martin - It&... Lachlan Martin on Rocket Agency wins Coates

