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## AdNews Adelaide LIVE: Full agenda revealed

4 March 2026 0 Comments

Economic conditions are tightening. Media dollars are shifting. Regulation is accelerating. Agency ownership is changing hands.

For Adelaide's marketing, media and agency leaders, 2026 won't be business as usual.

Today, the full program for *AdNews Live Adelaide* is revealed — a sharp, no-spin briefing on the forces reshaping the market and what they mean for growth, competition and survival in the year ahead.

The event will be staged on March 24 at the National Wine Centre, Adelaide.



**Adelaide, make sure you register [here](#) before it sells out (again!)**

Across one afternoon, the program will track the full chain of pressure and opportunity — from macroeconomics and consumer confidence, to media and marketing investment flows, the state of the national pitch market and shifting regulatory tides in adland.

"Our team sources talking points directly from the market, spending time on the ground to understand where the momentum is and what leaders need to plan for next," *AdNews* publisher Assia Benmedjdoub said.

"This program reflects the real conversations happening in Adelaide — from economic outlook and media investment to pitching, regulation and growth. It's about equipping the industry with insight and confidence for the year ahead.

"AdNews Live Adelaide is a forward-looking briefing. It's about understanding where the market is heading, where the opportunities lie and how agencies, marketers and media owners can position themselves to compete and grow in 2026."

AdNews would like to thank our sponsors for making this possible: Audience 360, Bliss, Carat, Nine and One Solstice Network as supporting partners; Boomtown, Foxtel, Jarvis, OMD Adelaide as associate sponsors; Listnr and; Co-Curators AADC and AMC and Friend of AdNews IMAA.

The full agenda is 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*



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**AdNews Magazine**

### Editor's Picks

- AdNews Agency Of The Year Awards: judges want 'disruptive, honest and ownable' work
- Gully AI agrees to pay for the books it stole
- Slop till you drop: How AI junk is hijacking ad dollars



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*

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.

**1:50pm Afternoon tea break**

**2:20pm PANEL: Navigating Regulation, Policy and Platform Power**

*Nine Chief Data, Product & Technology Officer, Enterprise Suzie Cardwell, Audience360 Head of Product & Technology Shrunek 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 what 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, Flinders University Chief Marketing and Growth Officer Bev Bury 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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Latest Comments

- 10:37 AM So well said - nice one Stu Rob Lowe from From Reach to Resonance - Why earned will dominate in 2026
- 10:07 AM Great article Bonnie! Robot, 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's... Lachlan Martin on Rocket Agency wins Coates



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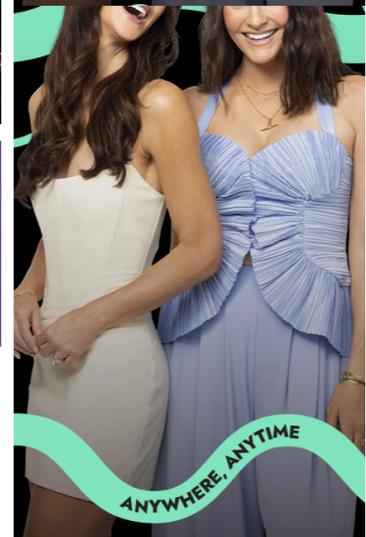
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